

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MAY 24, 1981

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
1	MISS USA BEAUTY PAGEANT(S)	22.9	17,820
2	TV-CENSORED BLOOPERS(S)	22.4	17,430
3	THREE'S COMPANY	22.0	17,120
4	SILVER STREAK(S)	21.1	16,420
5	ABC MONDAY NIGHT MOVIE	20.6	16,030
5	TOO CLOSE FOR COMFORT	20.6	16,030
7	BIG EVENT	20.2	15,720
8	LAVERNE & SHIRLEY	19.8	15,400
9	M*A*S*H	19.7	15,330
10	CHIPS#	19.4	15,090
11	60 MINUTES	19.2	14,940
12	GREATEST AMERICAN HERO#	19.1	14,860
13	HAPPY DAYS	19.0	14,780
13	HART TO HART	19.0	14,780
15	LITTLE HOUSE-PRAIRIE	18.7	14,550
16	DIFF'RENT STROKES	18.2	14,160
16	JEFFERSONS#	18.2	14,160
18	TRAPPER JOHN, M.D.#	18.1	14,080

TOTAL PERSONS (2+)		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
1	SILVER STREAK(S)	16.2	33,780
2	TV-CENSORED BLOOPERS(S)	16.1	33,560
3	THREE'S COMPANY	15.8	32,950
4	MISS USA BEAUTY PAGEANT(S)	15.6	32,630
5	LAVERNE & SHIRLEY	15.3	31,990
6	BIG EVENT	14.4	30,150
7	JEFFERSONS#	14.4	29,980
8	HAPPY DAYS	14.4	29,960
9	CHIPS#	14.3	29,850
10	GREATEST AMERICAN HERO#	14.2	29,670
11	DUKES OF HAZZARD	14.2	29,590
12	TOO CLOSE FOR COMFORT	14.1	29,420
13	ABC MONDAY NIGHT MOVIE	13.5	28,120
14	LITTLE HOUSE-PRAIRIE	12.8	26,780
15	HART TO HART	12.7	26,560
16	LYNDA CARTER'S CELEBRATN(S)	12.7	26,470
17	ABC MOVIE SPECIAL(S)	12.5	26,050
18	M*A*S*H	12.4	25,780
19	DIFF'RENT STROKES	12.3	25,710
20	TRAPPER JOHN, M.D.#	12.2	25,440

WOMEN (18+)		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
1	TV-CENSORED BLOOPERS(S)	19.6	16,000
2	MISS USA BEAUTY PAGEANT(S)	18.9	15,380
3	TRAPPER JOHN, M.D.#	16.9	13,810
4	THREE'S COMPANY	16.3	13,330
5	ABC MONDAY NIGHT MOVIE	16.3	13,250
6	LITTLE HOUSE-PRAIRIE	15.8	12,910
7	HART TO HART	15.8	12,900
8	TOO CLOSE FOR COMFORT	15.7	12,830
9	SILVER STREAK(S)	15.3	12,470
10	BIG EVENT	14.9	12,170
11	M*A*S*H	14.5	11,810
12	DEAN MARTIN COMEDY(S)	14.4	11,700
13	CBS TUESDAY NIGHT MOVIES	14.3	11,620
14	ABC MOVIE SPECIAL(S)	14.2	11,570
15	LAVERNE & SHIRLEY	14.2	11,550
16	MAGNUM, P.I.#	14.1	11,490
17	CHIPS#	13.7	11,160
18	60 MINUTES	13.6	11,110
19	NBC TUESDAY MOVIE(S)	13.6	11,100
20	JEFFERSONS#	13.6	11,080
21	WALTONS	13.6	11,050

MEN (18+)		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
1	SILVER STREAK(S)	18.2	13,330
2	60 MINUTES	16.3	11,990
3	JEFFERSONS#	15.4	11,320
4	TV-CENSORED BLOOPERS(S)	15.3	11,190
5	MISS USA BEAUTY PAGEANT(S)	14.8	10,870
6	CHIPS#	13.6	10,000
7	THREE'S COMPANY	13.6	9,970
8	BIG EVENT	13.5	9,880
9	ABC SUNDAY NIGHT MOVIE#	13.0	9,510
10	CBS WEDNESDAY NIGHT MOVIE	12.9	9,450
11	HILL STREET BLUES#	12.7	9,350
12	TOO CLOSE FOR COMFORT	12.7	9,310
13	TRAPPER JOHN, M.D.#	12.7	9,290
14	50 YEARS OF COUNTRY MUSIC(S)	12.6	9,250
15	HART TO HART	12.4	9,090
16	INDIANAPOLIS 500(S)	12.4	9,070
17	NBC MONDAY NIGHT MOVIES	12.3	9,060
18	M*A*S*H	12.1	8,870
19	ESCAPE FROM IRAN(S)	12.0	8,800
20	DUKES OF HAZZARD	11.8	8,660
21	DEAN MARTIN COMEDY(S)	11.7	8,610
22	MAGNUM, P.I.#	11.7	8,550

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MAY 24, 1981

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	TV-CENSORED BLOOPERS(S)	19.9	10,130
2	ABC MONDAY NIGHT MOVIE	19.3	9,810
3	BIG EVENT	17.9	9,100
4	LAVERNE & SHIRLEY	17.7	9,000
5	THREE'S COMPANY	17.5	8,910
6	ABC MOVIE SPECIAL(S)	16.8	8,540
7	TOO CLOSE FOR COMFORT	16.6	8,460
8	HAPPY DAYS	16.5	8,400
9	HART TO HART	16.0	8,120
10	ABC MOVIE SPECIAL(S)	15.7	7,970
11	GREATEST AMERICAN HERO#	15.0	7,620
12	SILVER STREAK(S)	14.9	7,580
13	MISS USA BEAUTY PAGEANT(S)	14.7	7,500
14	CBS TUESDAY NIGHT MOVIES	14.6	7,420
15	LOVE BOAT	13.9	7,070
16	LYNDA CARTER'S CELEBRATN(S)	13.7	6,990
17	FANTASY ISLAND	13.5	6,890
18	CHIPS#	13.5	6,860
19	TRAPPER JOHN, M.D.#	13.4	6,830
20	JEFFERSONS#	13.4	6,800
21	M*A*S*H	13.2	6,690

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MISS USA BEAUTY PAGEANT(S)	28.3	7,020
2	DEAN MARTIN COMEDY(S)	25.5	6,320
3	TRAPPER JOHN, M.D.#	22.7	5,630
4	WALTONS	22.6	5,610
5	LITTLE HOUSE-PRAIRIE	21.8	5,420
6	60 MINUTES	21.8	5,410
7	REAL PEOPLE	21.5	5,330
8	TV-CENSORED BLOOPERS(S)	19.3	4,790
9	I'M A BIG GIRL NOW#	18.3	4,530
10	DIFFERENT STROKES	18.1	4,500
11	M*A*S*H	18.0	4,470
12	GRAMMY HALL OF FAME(S)	17.7	4,400
13	ESCAPE FROM IRAN(S)	17.3	4,280
14	BENSON	16.8	4,170
15	HOUSE CALLS	16.8	4,160
16	DUKES OF HAZZARD	16.6	4,130
17	TEXAS RANGERS(S)	16.4	4,070
18	CBS EVENING NEWS-RATHER	16.2	4,030
18	NBC TUESDAY MOVIE(S)	16.2	4,030
20	BARBARA MANDRELL#	16.1	3,990
21	DALLAS	16.0	3,970
22	FACTS OF LIFE	16.0	3,960

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SILVER STREAK(S)	18.5	9,010
2	BIG EVENT	16.0	7,780
3	TV-CENSORED BLOOPERS(S)	14.9	7,240
4	JEFFERSONS#	14.4	7,000
5	CHIPS#	13.9	6,740
6	THREE'S COMPANY	12.8	6,220
7	GREATEST AMERICAN HERO#	12.6	6,100
8	LAVERNE & SHIRLEY	12.3	5,970
9	ABC SUNDAY NIGHT MOVIE#	12.2	5,910
10	60 MINUTES	12.1	5,870
11	ALL COMMERCIAL(S)	12.0	5,840
12	INDIANAPOLIS 500(S)	12.0	5,830
13	ABC MOVIE SPECIAL(S)	11.9	5,770
14	HILL STREET BLUES#	11.7	5,710
15	TOO CLOSE FOR COMFORT	11.6	5,620
16	ABC MOVIE SPECIAL(S)	11.5	5,570
17	LYNDA CARTER'S CELEBRATN(S)	11.2	5,440
18	HART TO HART	11.1	5,400
19	CBS WEDNESDAY NIGHT MOVIE	11.1	5,390
20	MISS USA BEAUTY PAGEANT(S)	10.9	5,280
21	NBC MONDAY NIGHT MOVIES	10.8	5,260
22	M*A*S*H	10.8	5,240
23	ABC MONDAY NIGHT MOVIE	10.7	5,220

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	26.6	5,140
2	MISS USA BEAUTY PAGEANT(S)	22.6	4,370
3	DEAN MARTIN COMEDY(S)	22.0	4,260
4	TRAPPER JOHN, M.D.#	20.5	3,970
5	REAL PEOPLE	19.3	3,740
6	SILVER STREAK(S)	18.8	3,630
7	JEFFERSONS#	17.8	3,450
8	ESCAPE FROM IRAN(S)	17.6	3,400
9	MAGNUM, P.I.#	17.2	3,330
10	TV-CENSORED BLOOPERS(S)	17.0	3,290
11	TOO CLOSE FOR COMFORT	16.9	3,260
12	PREAKNESS STAKES(S)	16.8	3,250
13	CBS WEDNESDAY NIGHT MOVIE	16.7	3,220
14	50 YEARS OF COUNTRY MUSIC(S)	16.4	3,170
15	M*A*S*H	16.3	3,160
16	DIFFERENT STROKES	16.2	3,140
17	THREE'S COMPANY	16.1	3,120
18	NBC TUESDAY MOVIE(S)	15.7	3,030
18	THAT'S INCREDIBLE	15.7	3,030
20	NBC NIGHTLY NEWS	15.6	3,020
21	HART TO HART	15.4	2,980
22	NBC MONDAY NIGHT MOVIES	15.2	2,940
22	WALTONS	15.2	2,940

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1981 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																					
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	T/C THIS SEASON	PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES			TOTAL PERSONS (2+)		LADY WORK-ING OF HOUSE WOM	WOMEN					MEN										
							WK 1	WK 2		AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)				TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+				
*EVENING																															
ABC FRIDAY NIGHT MOVIE							24	184	191	A	12.9	24	1004	1727	767	293	841	312	497	427	370	264	670	254	408	341	274	212			
1	FRI.	8.30P	150	ABC FF			97	95	B	12.8	21	996	1789	715	314	803	336	529	447	358	204	632	263	417	381	292	160				
2	FRI.	9.00P	120																			156	68^			60^	41^				
		8.30 - 9.00							A	9.6	18	747	1597	700	291^	765	243^	378	375	389	269^	643	290^	437	316^	243^	156^				
		9.00 - 9.30							A	12.1	23	941	1679	766	282	839	275	438	388	361	327	695	260	416	361	252	238				
		9.30 - 10.00							A	13.1	23	1019	1722	762	282	837	279	470	411	382	290	675	246	396	322	258	236				
		10.00 - 10.30							A	14.1	25	1097	1768	769	301	846	345	541	446	366	232	663	244	403	334	301	207				
		10.30 - 11.00							A	14.2	26	1105	1750	785	302	856	366	562	453	353	221	658	254	399	346	291	194				
ABC MONDAY NIGHT MOVIE							2	201	194	A	20.6	32	1603	1754	677	343	826	367	610	498	373	161	501	189	326	297	244	131			
MON.		9.00P	120	ABC FF			99	97	B	20.6	32	1603	1754	677	343	826	367	610	498	373	161	501	189	326	297	244	131				
		9.00 - 9.30							A	18.5	28	1439	1815	675	321	822	355	609	490	380	165	503	165	303	278	259	149				
		9.30 - 10.00							A	19.9	30	1548	1734	662	336	815	371	610	498	364	151	477	177	310	288	231	127				
		10.00 - 10.30							A	22.0	34	1712	1731	680	357	834	374	621	504	381	157	501	201	336	305	239	118				
		10.30 - 11.00							A	21.9	36	1704	1745	694	354	833	370	608	504	372	168	525	209	349	312	248	134				
ABC MOVIE SPECIAL(S)							198			A	16.1	25	1253	1828	790	323	854	444	636	477	329	165^	626	309	461	384	251	141^			
1	WED.	9.00P	120	ABC FF			98															241	114^			107^	98^				
		9.00 - 9.30							A	16.9	26	1315	1946	812	340	876	450	654	487	332	171^	681	308	492	432	303	161^				
		9.30 - 10.00							A	16.2	24	1260	1770	803	312	858	469	655	485	317	147^	621	301	453	384	256	138^				
		10.00 - 10.30							A	16.4	26	1276	1759	761	311	825	425	605	458	328	169^	586	308	433	343	215	132^				
		10.30 - 11.00							A	15.0	24	1167	1812	782	326	851	425	625	473	345	176^	598	317	456	372	216	123^				
ABC MOVIE SPECIAL(S)							198			A	17.8	30	1385	1881	713	373	837	393	617	500	339	171	596	320	403	316	207	148^			
2	WED.	9.00P	120	ABC FF			98															228	145^			220	122^				
		9.00 - 9.30							A	15.7	26	1221	1893	667	385	808	369	594	486	344	165^	602	341	421	303	182^	145^				
		9.30 - 10.00							A	16.8	27	1307	2007	716	391	871	422	660	528	353	158^	645	370	448	333	196	153^				
		10.00 - 10.30							A	19.5	32	1517	1868	718	350	817	383	602	501	331	172	561	292	368	309	211	140^				
		10.30 - 11.00							A	19.1	34	1486	1775	745	369	845	392	610	482	334	189	587	293	383	318	229	156^				
ABC NEWSBRIEF-M-F							158	194	193	A	15.1	25	1175	1768	673	276	742	306	479	398	323	208	608	249	384	326	253	185			
1	MON.	8.57P		2	ABC N		98	97	B	16.9	26	1315	1762	719	308	791	310	483	427	351	239	620	254	386	344	271	183				
	TU&TH	9.58P		1																		168	90			183	128				
	1	WED.	8.58P																												
	1	FRI.	9.59P																												
	2	MWTF	8.58P																												
ABC NEWSBRIEF-SAT.							32	195	197	A	17.6	32	1369	1856	727	307	824	353	533	403	316	252	513	173	327	282	232	158			
SAT.		9.58P		1	ABC N		98	98	B	21.7	37	1688	1967	776	324	862	335	518	439	360	283	561	223	351	303	244	171				
ABC NEWSBRIEF-SUN.							32	179	194	A	9.3	18	724	1872	630	224	705	200	363	352	380	277	737	327	434	418	322	198			
1	SUN.	7.57P		2	ABC N		95	97	B	15.1	23	1175	2008	703	293	781	293	464	422	353	245	711	286	452	393	325	201				
2	SUN.	8.58P		1																											
ABC SUNDAY NIGHT MOVIE							29	199		A	16.0	26	1245	1756	724	256	770	250	459	444	407	231	764	253	474	461	398	230			
1	SUN.	8.00P	180	ABC FF			99		B	19.2	30	1494	1891	718	320	802	333	539	469	375	198	740	326	511	453	334	169				
		8.00 - 8.30							A	13.6	24	1058	1870	727	254	808	308	518	490	395	208^	708	248	441	422	358	198^				
		8.30 - 9.00							A	15.2	25	1183	1808	700	248	770	293	496	461	383	191^	711	264	454	450	342	203				
		9.00 - 9.30							A	16.5	25	1284	1808	723	256	785	235	443	425	429	250	801	270	499	490	421	238				
		9.30 - 10.00							A	17.0	25	1323	1739	707	257	760	223	428	420	414	248	774	242	480	465	419	238				
		10.00 - 10.30							A	16.8	26	1307	1691	743	276	761	240	455	445	413	235	788	242	482	467	429	252				
		10.30 - 11.00							A	17.1	29	1330	1632	722	230	732	211	428	431	401	232	775	243	478	448	416	242				
ABC WORLD NEWS TONIGHT							158	202	202	A	11.6	24	902	1514	661	256	736	172	317	319	372	362	618	152	305	323	345	245			
M-F		6.30P	30	ABC N			99	99	B	12.4	22	965	1602	694	239	769	186	332	320	372	370	636	161	294	310	333	270				

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1981 REPORT

PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
														TOTAL	18-34	WOMEN 18-49	25-54	35-64	55+	TOTAL	18-34	MEN 18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
EVENING CONT'D																											
ABC WRLD NEWS TONIGHT-SUN	29					159		A	6.6	19	513	1618	674 187A	674 115V	198A	242A	330A	402A		708 262A	411A	540	385A	168A	123A	113V	88V
2 SUN.		6.30P	30	ABC N		84		B	9.0	17	700	1722	734 235	778 193	339 351	351 365				711 217	365 344	325 286			99 40	134	84
ALL COMMERCIALS(S)						185		A	14.3	26	1113	1764	532 303	613 239	428 396	300 142A				714 264	524 499	385 122A			201A	236	179A
2 FRI.		10.00P	60	NBC CV		98		A	14.0	26	1089	1754	541 311	614 233	424 401	307 143A				716 246	527 512	410 119A			186A	238	182A
10.00 - 10.30								A	14.6	27	1136	1764	527 297	612 245	431 388	293 143A				711 282	520 486	360 124A			207A	234	179A
10.30 - 11.00								A	13.5	22	1050	1778	656 293	729 265	426 426	357 214A				642 199A	390 384	358 204A			139A	268	144A
B.HUMAN:BIONIC BKTHROUGH(S)						190		A	13.0	21	1011	1773	629 261	700 250	393 406	344 211A				660 217A	394 383	354 218A			128A	285	145A
1 TUE.		8.00P	60	CBS DO		99		A	14.1	22	1097	1759	676 318	746 274	450 440	368 213A				619 180A	380 382	359 189A			146A	248	142A
8.00 - 8.30								A	13.7	31	1066	2058	832 510	969 331	526 382	444 375				698 208A	368 361	364 253			81A	310	216A
8.30 - 9.00								B	16.3	28	1268	2005	781 286	872 230	423 407	425 373				734 209	381 363	374 279			125 57	274	174
BARBARA MANDRELL	22					205		A	13.4	31	1043	1968	787 545	964 336	521 364	429 372				617 181A	299 296	311 253			92A	305	214A
2 SAT.		8.00P	60	NBC GV		99		A	14.0	30	1089	2133	874 476	973 329	529 401	454 375				766 230	431 418	412 248			77A	317	219
8.00 - 8.30								A	16.4	28	1276	1696	714 261	765 317	511 433	343 203				587 224	372 353	273 176			173 85A	171	115
8.30 - 9.00								B	18.2	28	1416	1754	714 307	779 328	500 433	334 210				607 265	402 349	261 163			181 93	187	135
BARNEY MILLER	25					191		A	12.5	26	973	1733	847 318	940 257	414 394	452 430				546 148	292 252	272 223			119A	128	69A
THU.		9.00P	30	ABC CS		99		B	15.8	27	1229	1798	775 325	854 272	453 432	404 318				545 171	297 280	273 196			162 92	237	167
BENSON	25					200		A	20.2	33	1572	1918	657 333	773 404	579 405	284 163				630 355	495 383	217 114			305 162	210	161
FRI.		8.00P	30	ABC CS		98																					
BIG EVENT	30					204																					
						202																					
1 SUN.		9.00P	111	NBC FV		99		B	18.6	28	1447	1917	710 317	790 332	529 454	356 198				782 343	544 465	356 181			181 81	164	116
2 SUN.		10.00P	60					A	23.5	36	1828	2044	654 333	762 407	564 388	268 163				626 335	460 345	211 148			338 164	318	243
9.00 - 9.30								A	24.7	37	1922	2015	626 346	753 443	596 364	238 145				660 396	515 380	194 131			328 164	274	215
9.30 - 10.00								A	18.2	30	1416	1864	668 335	793 418	595 422	289 166				608 356	491 382	211 95			279 166	184	137
10.00 - 10.30								A	18.0	32	1400	1808	674 323	777 356	555 437	327 174				629 336	512 411	246 97			292 151	110	88
10.30 - 11.00								A	12.2	23	949	2112	778 188A	796 271	395 300	346 348				706 296	423 294	262 224A			273 146A	337	236A
BJ AND THE BEAR	4					192		B	12.1	22	941	2043	690 189	732 248	389 308	314 305				721 284	416 317	296 247			227 94	363	247
1 SAT.		8.00P	120	NBC A		94		A	10.6	22	825	2053	688 179A	688 207A	265A	221A				766 271A	460 369	345 220A			267A	332	242A
8.00 - 8.30								A	11.6	23	902	1994	738 206A	738 245A	335 267	297 339				649 308	413 215A	193A			271 134A	336	231A
8.30 - 9.00								A	13.0	24	1011	2221	812 181A	875 329	497 350	390 327				728 313	431 311	264 229A			283 165A	335	242
9.00 - 9.30								A	13.5	24	1050	2151	852 186A	852 286	454 342	405 368				684 284	386 280	259 234			273 153A	342	234
9.30 - 10.00								A	16.5	28	1284	1630	744 268	805 257	419 396	375 303				595 205	329 309	310 213			162A	68A	50A
BOB NEWHART PT2(S)						200		A	17.0	28	1323	1644	781 272	829 283	443 416	372 301				605 209	325 298	312 222			145A	65A	47A
1 THU.		10.00P	60	CBS CV		99		A	15.9	28	1237	1617	714 264	788 236	401 380	380 306				586 202	333 315	306 209			176A	67A	51A
10.00 - 10.30								A	14.6	26	1136	1982	591 320	698 369	527 428	265 115				523 270	409 343	200 77A			325 167	436	299
10.30 - 11.00								B	17.0	27	1323	1952	669 321	746 351	529 430	309 162				570 281	410 340	228 119			264 145	372	257
BOSOM BUDDIES	24					195		A	12.2	25	949	1566	720 201	783 156	288 309	395 426				616 138	282 293	316 284			74 29A	93	56A
THU.		8.30P	30	ABC CS		99		B	14.9	27	1159	1571	708 214	771 149	289 322	377 402				632 137	278 286	325 299			76 37A	92	58
CBS EVENING NEWS-RATHER	159					197		A	7.8	19	607	1633	672 197A	754 127A	258 295	335 441				774 170A	357 354	377 373			42V	63A	45V
M-F		6.30P	30	CBS N		99		B	10.1	19	786	1656	710 255	788 174	305 316	356 417				707 174	318 330	341 327			65 22	96	62
CBS EVENING NEWS-DEAN	22					170		A	7.6	19	591	1536	632 150A	725 161A	284 266	340 384				657 149A	259 251	308 376			73A	81A	53A
SUN.		6.30P	30	CBS N		91		B	10.4	21	809	1599	717 194	780 141	270 288	363 438				665 148	273 279	328 334			70 26	84	51
CBS SAT. NEWS-SCHIEFFER	33					150																					
SAT.		6.30P	30	CBS N		84																					

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													TEENS (12-17)		CHILDREN (2-11)				
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11
EVENING CONT'D																																	
CBS SAT. NIGHT MOVIE 2 196																																	
1 SAT. 8.00P 180 CBS FF 99																																	
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1 SUN. 8.00P 60 NBC OP 99																																	
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DEAN MARTIN COMEDY(S) 204																																	
1 TUE. 8.00P 60 NBC GV 98																																	
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DIFF'RENT STROKES 25 206 207																																	
WED. 9.00P 30 NBC CS 98 99																																	
A 18.2 29 1416																																	
B 20.5 32 1595																																	
DISNEY'S WONDERFUL WORLD 24 212 206																																	
1 SUN. 7.00P 60 NBC FV 99 99																																	
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A 17.5 32 1362																																	
B 25.7 42 1999																																	
A 16.4 31 1276																																	
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)					CHILDREN (2-11)											
														TOTAL	18-34	WOMEN						TOTAL	18-34	MEN								TOTAL FEM.	TOTAL 6-11							
																18-49	25-54	35-64	55+			18-49	25-54	35-64	55+			18-49	25-54	35-64	55+									
EVENING CONT'D																																								
EIGHT IS ENOUGH																																								
SAT. 8.00P 60 ABC CS														7	198	200	A 13.1	28	1019	1897	720	329	845	380	552	396	330	255	461	161	252	241	193	169	241	150	350	218		
8.00 - 8.30																	B 14.3	27	1113	2029	701	306	799	351	509	402	298	239	510	209	323	276	209	150	246	147	474	316		
8.30 - 9.00																	A 11.9	26	926	1875	703	316	829	368	542	400	330	251	459	159	247	238	193	171	235	152	352	217		
																	A 14.1	29	1097	1931	740	343	865	394	568	396	332	262	467	164	260	247	197	168	248	149	351	220		
ENOS														19	191		A 13.0	24	1011	1790	607	239	666	167	310	313	381	297	667	272	368	334	325	238	169	81	288	193		
2 WED. 8.00P 60 CBS CS															97		B 16.3	25	1268	2092	692	261	751	251	425	387	362	267	678	243	408	370	345	218	218	88	445	288		
8.00 - 8.30																	A 12.4	23	965	1772	595	225	654	157	294	292	373	307	686	298	388	358	317	240	160	77	272	193		
8.30 - 9.00																	A 13.5	24	1050	1806	617	250	675	173	323	333	394	285	650	249	350	315	332	238	178	84	303	195		
ESCAPE FROM IRAN(S)														197			A 15.4	25	1198	1643	721	290	772	174	322	348	383	358	735	227	391	397	370	283	71	35	65	55		
1 SUN. 8.00P 120 CBS GD															99		A 15.0	27	1167	1708	681	302	736	162	287	314	347	366	777	256	439	428	384	274	66	35	129	93		
8.00 - 8.30																	A 14.5	24	1128	1705	719	313	784	181	331	356	387	356	790	266	452	438	394	270	72	33	59	59		
8.30 - 9.00																	A 15.2	23	1183	1612	749	291	792	182	340	369	408	357	711	200	359	393	367	294	71	31	38	38		
9.00 - 9.30																	A 16.7	25	1299	1570	741	261	782	171	328	351	393	360	676	194	325	339	334	299	80	43	32	32		
9.30 - 10.00																																								
FACTS OF LIFE														20	197	202	A 16.6	26	1291	1737	699	275	745	229	400	325	350	305	497	146	247	217	218	219	226	115	269	201		
WED. 9.30P 30 NBC CS															96	98	B 19.1	30	1486	1900	756	294	824	275	458	410	375	296	546	173	306	277	259	202	259	128	271	209		
FANTASY ISLAND														27	200	200	A 16.7	32	1299	1732	683	317	774	376	532	398	275	199	516	238	345	286	178	145	236	146	206	173		
SAT. 10.00P 60 ABC A															99	98	B 20.3	37	1579	1859	741	327	827	344	533	450	351	240	576	240	376	320	245	163	220	131	236	187		
10.00 - 10.30																	A 16.2	30	1260	1749	683	313	780	372	533	405	286	205	515	230	347	290	188	142	224	144	230	190		
10.30 - 11.00																	A 17.1	33	1330	1717	682	318	767	378	529	393	267	194	515	242	340	278	168	149	250	150	185	159		
50 YEARS OF COUNTRY MUSIC(S)														202			A 14.5	28	1128	1937	832	377	924	267	498	453	490	349	821	246	453	478	412	281	51	22	141	83		
2 SAT. 9.00P 120 NBC PC															98		A 13.3	26	1035	1924	821	370	914	269	473	437	460	362	750	206	391	446	387	267	60	22	200	144		
9.00 - 9.30																	A 13.5	25	1050	1916	852	349	935	287	496	420	467	366	762	230	404	440	368	268	60	22	159	103		
9.30 - 10.00																	A 15.0	28	1167	1898	825	369	917	255	500	450	503	338	826	245	454	467	417	285	42	21	113	53		
10.00 - 10.30																	A 16.3	33	1268	1979	828	413	923	262	517	491	514	333	913	291	543	537	463	295	39	18	104	41		
10.30 - 11.00																																								
FOG(S)														195			A 10.0	20	778	1584	647	206	697	254	395	326	335	236	634	255	437	439	366	114	143	78	110	63		
2 SAT. 10.30P 30 CBS CS															99																									
FOUL PLAY SP(S)														193			A 14.1	28	1097	2075	799	365	896	299	521	482	394	315	678	249	398	395	377	213	248	148	253	190		
2 SAT. 8.00P 150 CBS FF															99		A 10.9	25	848	2044	775	310	863	251	448	433	372	360	736	268	384	374	390	272	221	166	224	155		
8.00 - 8.30																	A 11.5	25	895	2103	787	381	890	295	505	467	391	328	707	246	389	377	408	248	250	158	256	176		
8.30 - 9.00																	A 14.9	29	1159	2123	787	373	892	321	529	476	371	295	677	240	408	380	391	208	276	168	278	225		
9.00 - 9.30																	A 16.4	30	1276	2149	862	418	961	327	563	520	427	327	647	241	389	395	352	202	247	138	294	234		
9.30 - 10.00																	A 16.8	31	1307	1962	782	334	865	293	534	489	402	282	653	253	414	430	359	174	242	118	202	147		
10.00 - 10.30																																								
GRAMMY HALL OF FAME(S)														199			A 14.9	24	1159	1506	800	307	839	250	402	397	393	380	467	122	226	223	277	220	115	97	85	36		
2 MON. 10.00P 60 CBS AC															99		A 15.2	24	1183	1550	823	336	863	261	417	417	401	390	464	129	233	229	268	216	120	98	103	43		
10.00 - 10.30																	A 14.7	25	1144	1442	766	271	801	235	379	373	380	363	466	114	216	215	281	222	111	96	64	27		
10.30 - 11.00																																								
GREATEST AMERICAN HERO														8	199		A 19.1	31	1486	1997	626	264	685	324	514	410	273	133	555	268	410	347	219	124	234	84	523	325		
1 WED. 8.00P 60 ABC A															99		B 19.8	31	1540	2135	641	298	692	338	519	438	290	126	604	327	472	395	232	89	282	139	557	354		
8.00 - 8.30																	A 18.0	30	1400	2036	661	284	717	332	527	421	283	147	534	241	375	319	213	137	238	82	547	333		
8.30 - 9.00																	A 20.1	32	1564	1963	595	245	656	318	502	399	263	122	575	292	441	371	224	114	230	87	502	316		
HAPPY DAYS														25	205	208	A 19.0	32	1478	2027	654	308	740	373	567	418	304	140	460	209	338	284	192	95	337	167	490	328		
TUE. 8.00P 30 ABC CS															99	99	B 20.3	31	1579	1974	663	306	748	333	513	412	316	190	513	229	348	284	217	134	259	147	454	313		

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	WOMEN 18-49		25-54	35-64	55+	TOTAL	18-34	MEN 18-49		25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																																	
HART TO HART						22	206	204	A	19.0	31	1478	1797	795	281	873	341	550	460	392	262	615	250	365	318	257	202	186	114	123	89		
TUE. 10.00P 60 ABC PD						99	99	B	19.7	32	1533	1707	747	296	823	324	526	461	373	234	620	273	407	340	263	174	169	96	95	66			
10.00 - 10.30								A	19.0	31	1478	1802	784	275	860	334	550	466	391	249	608	249	366	315	254	199	198	119	136	97			
10.30 - 11.00								A	19.0	32	1478	1781	804	283	880	347	545	451	390	274	616	247	359	317	257	203	177	109	106	80			
HILL STREET BLUES						3	202		A	14.8	24	1151	1798	655	323	707	270	446	450	381	169	811	345	494	410	358	241	162	67	118	53		
2 TUE. 9.00P 120 NBC OP						98		B	13.0	21	1011	1781	667	304	739	271	454	443	363	208	798	317	467	402	346	260	134	59	110	48			
9.00 - 9.30								A	14.0	22	1089	1828	654	326	692	256	405	431	378	192	753	312	420	358	307	258	199	74	184	84			
9.30 - 10.00								A	15.2	24	1183	1856	687	360	748	288	449	457	393	202	808	349	479	395	340	253	193	71	107	57			
10.00 - 10.30								A	15.1	24	1175	1763	661	318	709	277	478	461	377	146	841	354	527	421	392	242	129	62	84	35			
10.30 - 11.00								A	15.0	25	1167	1718	611	291	664	257	446	441	363	132	833	357	546	457	389	209	125	61	96	41			
HOUSE CALLS						25	199	198	A	17.1	26	1330	1631	739	363	798	277	439	396	353	314	567	220	329	263	236	215	108	69	158	104		
MON. 9.30P 30 CBS CS						99	99	B	21.8	32	1696	1738	766	331	847	318	502	450	376	277	607	247	376	320	270	188	149	82	135	100			
I'M A BIG GIRL NOW						23	200		A	11.8	25	918	1691	856	335	974	262	417	404	419	494	497	140	235	225	216	232	72	38	148	59		
2 FRI. 8.30P 30 ABC CS						98		B	15.4	25	1198	1776	774	326	863	282	454	430	394	325	544	171	295	289	270	196	146	88	223	159			
INCREDIBLE HULK						20	200	199	A	12.2	25	949	2042	683	261	776	280	446	386	327	257	631	249	407	369	280	194	180	92	455	216		
FRI. 8.00P 60 CBS SF						99	99	B	16.8	28	1307	2138	670	272	763	299	470	409	329	233	692	284	455	393	316	192	170	80	513	301			
8.00 - 8.30								A	11.1	23	864	2050	677	254	767	285	439	369	320	253	625	256	406	373	273	182	191	97	467	219			
8.30 - 9.00								A	13.3	26	1035	2026	691	265	784	273	449	399	332	262	636	247	409	367	281	205	163	86	443	212			
INDIANAPOLIS 500(S)							201		A	12.8	24	996	1923	554	245	625	213	417	396	333	148	911	300	586	571	477	234	141	62	246	201		
2 SUN. 9.00P 165 ABC SE						98		A	10.3	19	801	2044	581	201	669	178	372	393	376	215	981	313	580	579	492	288	137	76	257	192			
9.00 - 9.30								A	11.0	19	856	1935	499	185	592	180	346	333	321	174	911	286	567	548	474	253	148	59	284	230			
10.00 - 10.30								A	13.5	24	1050	1904	531	238	602	198	400	367	332	141	866	246	547	559	485	240	141	61	295	249			
10.30 - 11.00								A	15.1	28	1175	1946	575	285	640	253	479	440	336	111	946	360	629	566	461	222	129	61	231	192			
11.00 - 11.30								A	14.0	29	1089	1804	547	284	601	215	427	404	308	125	879	300	601	587	467	200	146	62	178	149			
INDY 500 TIME TRIALS(S)						191		A	8.4	19	654	1731	565	235	656	195	339	350	289	258	800	284	526	447	455	185	132	20	143	93			
1 SUN. 6.00P 60 ABC SE						98		A	7.9	19	615	1598	528	277	632	203	373	399	306	197	724	224	473	449	425	158	124	17	118	76			
6.00 - 6.30								A	8.9	20	692	1837	593	195	674	189	307	301	270	312	862	333	570	443	481	209	138	37	163	106			
JEFFERSONS						22	189		A	18.2	34	1416	2117	720	179	781	265	481	404	357	254	800	341	495	415	328	243	259	81	277	160		
2 SUN. 10.30P 30 CBS CS						99		B	22.9	34	1782	1823	818	315	890	264	461	426	409	356	611	186	310	286	284	256	168	88	154	109			
LAVERNE & SHIRLEY						24	207	210	A	19.8	32	1540	2077	667	336	750	372	584	441	313	139	505	249	388	316	197	96	341	177	481	332		
TUE. 8.30P 30 ABC CS						99	99	B	20.2	31	1572	1962	680	327	763	353	537	433	316	181	510	235	357	296	212	122	244	148	445	308			
LITTLE HOUSE - PRAIRIE						30	217	213	A	18.7	29	1455	1841	793	258	888	334	446	372	291	374	473	166	243	227	203	189	145	116	335	184		
MON. 8.00P 60 NBC GD						99	97	B	21.5	32	1673	1936	825	300	916	335	486	415	346	366	525	166	267	244	231	225	161	109	334	205			
8.00 - 8.30								A	17.5	28	1362	1822	791	250	893	326	441	375	297	383	459	153	232	220	203	191	144	117	326	178			
8.30 - 9.00								A	19.8	30	1540	1860	797	265	883	342	452	372	285	362	482	176	251	229	203	188	150	114	345	187			
LOBO						15	204		A	12.7	22	988	1765	701	252	775	228	404	422	369	279	618	184	299	270	295	261	113	18	259	127		
2 TUE. 8.00P 60 NBC A						98		B	17.3	27	1346	1981	739	254	798	234	410	381	370	320	731	212	376	354	372	292	136	40	316	198			
8.00 - 8.30								A	11.9	21	926	1731	696	249	767	213	378	412	376	285	612	173	277	268	299	273	115	14	237	121			
8.30 - 9.00								A	13.5	23	1050	1785	703	249	778	239	427	428	361	273	620	191	313	268	290	252	111	22	276	132			
LOU GRANT						25	200		A	13.8	22	1074	1539	744	355	849	401	541	409	285	263	637	328	403	271	167	209	35	24	18	15		
1 MON. 10.00P 60 CBS GD						99		B	19.0	31	1478	1580	748	306	824	328	510	461	359	246	586	248	365	311	248	180	118	64	52	36			
CONT'D																																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1981 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																				
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK	DAY	START	DUR	NET	TYPE	I/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)				
#		TIME					WK 1	WK 2		AVG AUD. %	AVG SHARE %	AVG AUD. (0,000)		TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11			
EVENING CONT'D																														
LOU GRANT-CONT'D																														
		10.00 - 10.30								A 13.5	21	1050		1513	752	363					843	398	530	412	275	269	595	282	34 ^v 28 ^v	
		10.30 - 11.00								A 14.0	22	1089		1565	740	348					858	407	556	405	293	260	680	372	27 ^v 27 ^v	
LOVE BOAT																														
	SAT.	9.00P	60	ABC	CS		29	203	203	A 17.3	32	1346		1857	717	314					812	338	526	388	323	253	501	169	308	219
		9.00 - 9.30					99	98		B 23.5	40	1828		1952	770	316					857	325	506	434	359	288	555	219	236	147
		9.30 - 10.00								A 16.2	31	1260		1847	719	321					815	342	530	382	325	252	486	163	201	123
										A 18.3	33	1424		1869	718	307					811	337	524	394	321	254	514	176	234	150
LYNDA CARTER'S CELEBRATN(S)																														
	1 MON.	8.00P	60	CBS	GV		191			A 16.1	25	1253		2113	713	332					856	368	558	426	382	252	651	264	186 [^] 85 [^]	420
		8.00 - 8.30					99			A 15.5	24	1206		2073	687	307					827	336	518	387	381	266	641	255	189 [^] 92 [^]	416
		8.30 - 9.00								A 16.8	25	1307		2131	731	353					876	394	593	459	384	236	657	275	179 [^] 77 [^]	419
MAGNUM, P.I.																														
	1 THU.	9.00P	60	CBS	PD		19	198		A 17.0	28	1323		1849	782	312					869	283	479	418	388	300	647	218	123 [^] 58 [^]	210
		9.00 - 9.30					99			B 20.4	32	1587		1832	778	291					874	277	469	438	412	328	651	211	132	68
		9.30 - 10.00								A 15.9	26	1237		1823	781	284					862	266	472	402	390	313	618	190 [^]	121 [^] 59 [^]	222
										A 18.0	29	1400		1878	784	337					877	298	486	435	387	286	675	241	126 [^] 57 [^]	200
M*A*S*H																														
	MON.	9.00P	30	CBS	CS		25	204	200	A 19.7	30	1533		1682	721	328					770	289	437	390	328	291	578	247	151	78 [^]
							99	99		B 25.0	36	1945		1836	752	330					825	329	502	442	351	263	630	264	180	90
MISS USA BEAUTY PAGEANT(S)																														
	2 THU.	9.00P	120	CBS	AC		197			A 22.9	37	1782		1831	785	275					862	264	419	359	379	393	610	185	160	105 [^]
							99																							
		9.00 - 9.30								A 18.6	32	1447		1945	832	303					903	255	442	387	416	416	597	171	189	109 [^]
		9.30 - 10.00								A 21.8	35	1696		1885	794	250					877	260	419	347	391	417	605	162	140	85 [^]
		10.00 - 10.30								A 25.3	40	1968		1795	760	264					837	262	404	336	361	384	630	201	156	108 [^]
		10.30 - 11.00								A 25.8	42	2007		1738	776	287					850	277	425	376	363	368	605	200	157	113 [^]
MORK & MINDY																														
	THU.	8.00P	30	ABC	CS		26	206	198	A 13.2	25	1027		1935	597	317					694	377	514	412	255	114 [^]	503	265	259	173
							99	96		B 17.0	27	1323		1982	663	320					740	351	527	430	309	157	580	287	248	139
MUPPETS GO TO THE MOVIES(S)																														
	2 WED.	8.00P	60	ABC	CE		203			A 14.5	26	1128		1983	728	327					797	380	589	458	296	175 [^]	486	216	211	102 [^]
		8.00 - 8.30					99			A 14.3	27	1113		1965	710	310					778	359	556	426	287	191 [^]	483	212 [^]	233	105 [^]
		8.30 - 9.00								A 14.7	26	1144		1989	742	340					811	398	619	485	304	159 [^]	483	219	188 [^] 98 [^]	471
MYSTERIES OF THE SEA(S)																														
	2 SUN.	7.00P	120	ABC	DO		192			A 8.2	18	638		1776	425	203 [^]					519	149 [^]	297 [^] 284 [^]	336 [^] 183 [^]			885	441	108 [^] 50 [^]	264 [^] 174 [^]
		7.00 - 7.30					97			A 7.1	17	552		1781	344 [^] 149 [^]					438	116 [^]	230 [^] 199 [^]	251 [^] 187 [^]			967	510	102 [^] 36 [^]	274 [^] 203 [^]	
		7.30 - 8.00								A 8.4	19	654		1913	402	185 [^]				492	117 [^]	270 [^] 256 [^]	306 [^] 188 [^]			958	490	117 [^] 50 [^]	346 [^] 250 [^]	
		8.00 - 8.30								A 8.6	18	669		1622	396	169 [^]				498	133 [^]	283 [^] 273 [^]	365	173 [^]		788	371	93 [^] 44 [^]	243 [^] 150 [^]	
		8.30 - 9.00								A 8.8	18	685		1755	527	291 [^]				616	223 [^]	381	381	393	183 [^]	832	403	113 [^] 64 [^]	194 [^] 98 [^]	
NBC FRIDAY NIGHT MOVIE(S)																														
	1 FRI.	8.00P	120	NBC	FF		6	184		A 14.1	26	1097		1965	740	245					774	309	462	367	285	273	517	201 [^]	195 [^] 71 [^]	479
		8.00 - 8.30					95			B 12.8	24	996																		
		8.30 - 9.00								A 13.1	25	1019		1909	692	226 [^]					717	280	414	321	254	269	518	191 [^]	188 [^] 62 [^]	486
		9.00 - 9.30								A 14.2	27	1105		1939	745	225					768	285	424	341	269	303	485	179 [^]	192 [^] 90 [^]	494
		9.30 - 10.00								A 13.8	25	1074		2016	759	261					808	319	490	395	308	276	545	214 [^]	190 [^] 69 [^]	473
										A 15.1	26	1175		2007	769	269					809	347	520	410	309	249	530	223	203 [^] 167 [^]	467
NBC FRIDAY NIGHT MOVIE(S)																														
	2 FRI.	8.00P	120	NBC	FF		5	190		A 10.3	21	801		1876	539	325					638	319	482	406	255 [^] 135 [^]		739	297	257 [^] 177 [^]	242 [^] 168 [^]
		8.00 - 8.30					97			B 12.1	21	941		1817	688	271					745	238	429	394	349	264	703	254	157	68
										A 9.2	21	716		1806	576	301 [^]					650	303 [^]	444	385	269 [^] 168 [^]		719	303 [^]	230 [^] 185 [^]	207 [^] 137 [^]
CONT'D																														

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1981 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
														WOMEN					MEN											
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11			
EVENING CONT'D																														
NBC FRIDAY NIGHT M-CONT'D																														
		8.30 - 9.00				A	11.3	24	879			1882	555	302	631	298	457	420	278	128^	749	308	604	559	392	126^	243^	181^	259^	173^
		9.00 - 9.30				A	10.6	20	825			1916	501	327	622	341	502	399	222^	120^	760	295	605	523	410	140^	266^	158^	268^	195^
		9.30 - 10.00				A	10.1	18	786			1878	523	366	644	328	516	409	250^	128^	727	280^	552	494	379	158^	286^	185^	221^	165^
NBC MAGAZINE 3 172																														
2 THU.		8.00P	60	NBC	DN	B	11.5	21	895			1563	725	239	824	271^	429	334^	367	315^	691	147^	311^	326^	383	322^	97^	49v	46v	38v
		8.00 - 8.30				A	8.7	17	677			1656	795	404	780	155	295	306	359	402	598	122	253	261	295	303	110	52	75	57
		8.30 - 9.00				A	8.8	16	685			1661	758	382	841	263^	434	374	381	324^	681	149^	303^	318^	365	321^	85v	50v	49v	41v
NBC MONDAY NIGHT MOVIES 26 199 194																														
MON.		9.00P	120	NBC	FF	B	16.4	26	1276			1752	794	287	849	287	473	424	401	292	710	249	412	368	343	230	92^	57^	101	63^
		9.00 - 9.30				B	18.9	29	1470			1748	772	307	862	315	507	449	392	276	615	217	363	323	292	206	142	77	129	87
		9.30 - 10.00				A	15.1	23	1175			1708	793	260	849	289	451	390	374	319	645	215	358	327	316	224	93^	65^	121	71^
		10.00 - 10.30				A	15.9	24	1237			1770	808	277	862	311	490	415	379	300	689	241	390	358	326	228	101	54^	118	74^
		10.30 - 11.00				A	17.3	27	1346			1764	790	308	847	284	478	437	415	279	745	263	432	375	355	246	83^	53^	89^	61^
						A	17.2	28	1338			1763	792	299	846	271	472	447	430	279	749	268	457	405	370	222	89^	52^	79^	51^
NBC NEWS UPDATE-M-F 157 176 177																														
M-TU		8.58P	1	NBC	N	B	13.2	22	1027			1803	748	251	811	258	406	341	332	353	591	177	306	278	268	241	138	69	263	174
1 FRI.		8.57P	1			B	16.5	25	1284			1890	739	269	807	258	423	382	357	316	643	203	344	320	303	244	150	70	280	186
2 FRI.		9.07P	1																											
NBC NEWS UPDATE-SAT. 32 172 183																														
1 SAT.		9.10P	1	NBC	N	A	11.7	23	910			2186	927	311	964	360	555	384	427	355	719	245	396	371	337	234	184	119^	319	238
						B	13.1	22	1019			1972	779	275	846	225	412	397	412	357	739	217	384	375	374	276	133	56	254	165
2 SAT. 8.58P 1																														
NBC NEWS UPDATE-SUN. 32 181 182																														
1 SUN.		8.58P	1	NBC	N	A	16.3	29	1268			1990	703	271	788	302	454	400	337	281	554	229	382	300	243	164	225	112	423	282
2 SUN.		8.49P	1			B	19.1	28	1486			2114	693	296	770	303	491	427	342	220	775	312	513	453	370	198	216	89	353	245
NBC NEWS UPDATE-2-M-F 26 183 179																														
1 TUE.		9.52P	1	NBC	N	A	12.6	20	980			1827	714	320	802	314	504	433	358	238	670	234	407	367	327	210	178	114	177	116
1 THU.		9.58P	1			B	13.3	21	1035			1805	749	300	827	274	468	415	380	289	653	220	366	334	309	232	159	78	166	119
2 MON.		9.53P	1																											
2 W & F		9.58P	1																											
NBC NEWS UPDATE-2-SAT. 6 177																														
1 SAT.		9.58P	1	NBC	N	A	11.7	21	910			2135	852	212^	852	275	451	354	421	363	733	310	425	269	280	246^	220^	120^	330	243^
						B	10.3	18	801			1913	680	242	713	248	407	352	341	252	797	325	482	398	358	241	166	62	237	179
NBC NEWS UPDATE-2-SUN. 5 189																														
2 SUN.		9.58P	1	NBC	N	A	13.2	23	1027			1936	765	271	908	343	509	436	441	321	484	153^	267	268	269	174^	144^	109^	400	224^
						B	14.4	22	1120			1985	731	299	816	355	520	447	320	234	716	335	506	407	310	156	189	74	264	198
NBC NIGHTLY NEWS-SAT. 29 158 160																														
SAT.		6.30P	30	NBC	N	A	7.8	20	607			1519	698	107^	740	142^	225	213	291	472	656	94^	257	241	330	360	111^	64^	12v	12v
						B	9.2	18	716			1663	705	215	773	174	294	279	335	409	702	143	283	313	353	341	84	34	104	63
NBC NIGHTLY NEWS-SUN. 23 157 158																														
SUN.		6.30P	30	NBC	N	A	7.6	18	591			1606	586	245	649	102^	168^	220	300	401	710	196^	317	326	297	336	82^	LT	165^	154^
						B	8.1	15	630			1704	695	242	753	181	303	329	354	354	741	186	327	338	370	335	67	26	143	86
NBC NIGHTLY NEWS 157 208 208																														
M-F		6.30P	30	NBC	N	A	10.6	22	825			1524	695	197	740	126	236	265	337	428	650	141	251	235	276	365	58^	36^	76	53^
						B	12.8	23	996			1607	711	234	773	171	306	300	358	402	666	156	282	275	306	336	66	34	102	67
NBC THURSDAY NIGHT MOVIES 24 198 169																														
THU.		9.00P	120	NBC	FF	A	11.9	20	926			1715	623	290	721	304	479	412	339	184	632	273	429	355	285	155	212	110^	150	116^
		9.00 - 9.30				B	16.5	27	1284			1775	722	275	800	294	491	433	382	236	676	250	417	382	328	197	163	79	136	95
		9.30 - 10.00				A	11.1	19	864			1774	663	305	780	310	468	390	351	252	636	252	412	374	304	169	178	86^	180	131^
						A	11.6	19	902			1702	641	282	727	288	458	413	356	206	602	240	388	359	287	153	198	109^	175	129^
CONT'D																														

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)									
														TOTAL	18-34	WOMEN 18-25			35-64	55+	TOTAL	18-34	MEN 18-25			35-64	55+	TOTAL FEM.	TOTAL 6-11						
EVENING CONT'D																																			
NBC THURSDAY NIGHT-CONT'D																																			
10.00 - 10.30														A 12.3	20	957	1706	597	276	683	314	488	415	314	140	653	297	450	355	279	155	239	128	131	105
10.30 - 11.00														A 12.6	21	980	1674	592	293	688	303	496	418	330	142	636	298	455	334	269	146	230	114	120	102
NBC TUESDAY MOVIE(S)																																			
1 TUE. 9.00P 120 NBC FF 199 98														A 15.8	25	1229	1714	855	315	903	240	472	476	497	329	677	214	363	345	367	245	102	50	32	22
9.00 - 9.30														A 14.2	22	1105	1738	891	319	923	245	446	469	467	364	653	198	323	327	335	262	103	46	59	45
9.30 - 10.00														A 15.9	25	1237	1775	887	325	925	287	511	495	481	306	712	222	396	390	389	240	87	45	51	28
10.00 - 10.30														A 16.7	27	1299	1707	833	313	894	237	476	483	504	317	684	223	368	333	381	244	109	57	20	20
10.30 - 11.00														A 16.3	27	1268	1647	817	301	875	195	448	466	530	330	662	216	363	316	354	245	110	53	17	17
NEWSBREAK-M-F																																			
M-F 8.58P 1 CBS N 136 174 171 92 91														A 13.0	22	1011	1851	694	295	802	254	424	397	385	309	618	190	338	328	315	233	154	67	277	168
8.58P 1 CBS N 28 181 182 92 94														B 16.0	25	1245	1941	707	277	796	268	439	396	357	291	623	210	351	328	304	219	171	84	351	227
NEWSBREAK-SAT.																																			
SAT. 8.52P 1 CBS N 28 181 182 92 94														A 9.6	19	747	1900	709	305	808	243	439	416	379	316	682	220	369	363	363	254	169	99	241	180
8.52P 1 CBS N 28 180 180 94 94														B 12.7	21	988	1900	719	272	798	270	437	403	362	289	655	247	380	354	300	216	162	71	285	190
NEWSBREAK-SUN.																																			
1 SUN. 8.52P 1 CBS N 28 180 180 94 94														A 15.2	27	1183	1809	662	330	738	213	374	387	371	284	747	260	445	412	364	257	160	75	164	119
2 SUN. 8.54P 1														B 20.2	29	1572	1884	783	320	875	264	451	405	403	353	631	190	318	292	296	264	175	98	203	145
PALMERSTOWN																																			
2 TUE. 8.00P 60 CBS GD 7 180 98														A 11.1	19	864	1655	706	280	763	101	230	322	452	435	675	167	316	289	356	315	72	47	145	61
8.00 - 8.30														B 13.4	21	1043	1804	770	270	880	200	359	357	383	429	621	157	271	281	283	289	107	60	196	119
														A 10.3	18	801	1647	713	275	772	95	220	308	450	464	645	143	293	289	349	303	67	42	163	69
8.30 - 9.00														A 11.9	20	928	1652	698	281	753	104	234	332	454	410	693	184	328	284	358	324	78	52	128	52
QUINCY, M.E.																																			
WED. 10.00P 60 NBC OP 23 207 214 98 99														A 14.1	23	1097	1612	762	288	814	320	499	385	331	271	584	233	344	292	222	192	142	88	72	49
10.00 - 10.30														B 17.9	30	1393	1683	772	292	831	311	507	461	377	254	610	233	379	338	267	194	152	78	90	72
10.30 - 11.00														A 14.1	23	1097	1593	748	285	805	312	489	392	329	271	560	215	319	275	212	195	135	88	93	62
														A 14.1	24	1097	1620	774	291	821	332	508	378	327	267	602	249	364	304	227	188	147	85	50	37
REAL KIDS(S)																																			
1 THU. 8.00P 60 NBC PV 192 94														A 13.1	23	1019	1827	746	173	802	245	444	402	355	305	495	101	201	197	234	259	172	55	358	237
8.00 - 8.30														A 13.3	25	1035	1790	769	180	818	233	453	412	372	311	479	105	184	170	210	268	180	56	313	209
8.30 - 9.00														A 13.0	23	1011	1835	715	161	774	253	429	387	332	292	502	93	214	222	253	246	161	52	398	264
REAL PEOPLE																																			
WED. 8.00P 60 NBC PV 33 214 213 98 99														A 17.4	30	1354	1723	701	270	796	200	357	279	351	393	610	141	289	270	293	276	130	73	187	132
8.00 - 8.30														B 21.0	33	1634	1840	732	272	804	220	382	360	372	343	683	199	348	328	320	276	153	69	200	132
8.30 - 9.00														A 16.2	29	1260	1692	688	253	785	187	338	271	347	396	617	137	287	285	303	275	126	72	164	106
														A 18.6	31	1447	1745	715	286	806	211	373	288	354	389	606	147	291	260	284	276	128	72	205	153
SILVER STREAK(S)																																			
2 SUN. 8.00P 150 CBS FF 193 99														A 21.1	40	1642	2057	701	285	759	263	461	430	379	238	811	333	547	472	375	220	239	97	248	170
8.00 - 8.30														A 17.4	37	1354	2062	711	302	761	213	401	427	416	274	804	291	491	429	379	276	213	99	284	183
8.30 - 9.00														A 18.7	38	1455	2007	652	290	732	251	433	416	365	238	779	289	492	446	363	251	214	101	282	192
9.00 - 9.30														A 20.8	39	1618	2024	715	280	759	281	475	441	372	231	808	342	555	465	377	205	233	104	224	163
9.30 - 10.00														A 23.3	41	1813	1999	711	295	766	290	484	430	366	228	788	342	564	478	360	186	234	96	211	153
10.00 - 10.30														A 25.3	45	1968	2179	712	263	775	270	496	434	381	235	867	383	612	521	386	205	287	88	250	165
60 MINUTES																																			
SUN. 7.00P 60 CBS DN 34 203 202 99 99														A 19.2	41	1494	1699	689	259	744	153	304	329	379	362	802	222	392	377	389	344	69	36	84	71
7.00 - 7.30														B 26.2	42	2038	1752	747	292	820	202	361	357	387	384	765	213	376	366	373	317	85	39	82	56
7.30 - 8.00														A 18.7	41	1455	1716	691	251	748	144	295	330	386	370	805	219	384	381	392	345	73	38	90	80
														A 19.8	40	1540	1665	680	261	731	156	304	326	372	350	793	223	397	369	383	340	65	34	76	61

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11	
EVENING CONT'D																															
TAXI							15	200	191	A 15.5	25	1206	1666	731	308	781	358	553	465	330	189	627	267	412	373	275	172	144	72^	114	76^
THU.	9.30P	30	ABC	CS			99	96		B 17.0	27	1323	1675	704	310	759	332	519	454	330	174	623	298	425	367	249	149	163	91	130	87
TEXAS RANGERS(S)								196		A 14.4	27	1120	1988	879	237	889	239	501	424	512	362	759	251	449	420	369	242	185^	88^	155^	101^
1 SAT.	10.00P	60	NBC	A				96		A 14.1	26	1097	1959	870	221	879	248	495	411	484	366	745	259	445	410	345	233	173^	89^	162^	97^
	10.00 - 10.30									A 14.6	28	1136	2022	894	253	904	233	510	434	540	364	779	245	457	431	392	255	194^	87^	145^	105^
	10.30 - 11.00																														
THAT'S INCREDIBLE							30	203	202	A 15.4	24	1198	1801	624	244	690	237	362	306	290	271	632	223	344	288	254	254	204	98^	275	183
MON.	8.00P	60	ABC	PV			99	99		B 19.8	29	1540	1901	662	271	717	251	422	389	340	229	713	265	422	378	323	228	171	71	300	211
	8.00 - 8.30									A 14.9	24	1159	1779	636	233	701	229	348	301	296	288	622	218	329	263	246	258	184	95^	272	183
	8.30 - 9.00									A 16.0	24	1245	1802	604	252	672	241	367	306	281	253	634	225	355	308	260	245	217	100	279	185
THOSE AMAZING ANIMALS							26	190		A 8.3	16	646	1887	680	186^	745	202^	391	351^	364^	302^	711	290^	388	339^	319^	236^	222^	159^	209^	158^
1 SUN.	7.00P	60	ABC	PV				97		B 13.3	21	1035	2098	723	271	800	284	468	417	350	267	697	258	416	386	328	221	201	107	400	258
	7.00 - 7.30									A 7.9	16	615	1852	662	173^	729	198^	383^	335^	350^	300^	756	304^	422	367^	352^	243^	216^	149^	151^	137^
	7.30 - 8.00									A 8.7	16	677	1903	693	196^	754	206^	392	359	373	305^	666	277^	356	312^	288^	229^	225^	164^	258^	175^
THREE'S COMPANY							25	206	208	A 22.0	35	1712	1925	710	282	778	320	520	426	339	223	583	240	364	308	239	183	243	129	321	223
TUE.	9.00P	30	ABC	CS			99	99		B 22.1	33	1719	1849	723	308	799	329	509	429	342	235	585	246	368	318	246	172	207	115	258	181
TOO CLOSE FOR COMFORT							22	207	207	A 20.6	32	1603	1835	744	248	800	318	527	431	359	237	580	224	351	301	242	203	202	127	253	181
TUE.	9.30P	30	ABC	CS			99	98		B 20.7	31	1610	1754	729	299	802	319	505	430	355	239	583	244	367	321	247	172	191	111	178	124
TRAPPER JOHN, M.D.							20	193		A 18.1	29	1408	1807	872	421	982	304	487	424	428	400	660	203	309	345	292	282	97^	85^	68^	54^
1 SUN.	10.00P	60	CBS	GD				99		B 20.3	33	1579	1668	805	325	876	275	467	433	397	336	562	175	288	272	260	229	149	89	81	60
	10.00 - 10.30									A 17.6	27	1369	1762	858	382	960	286	446	379	412	419	635	170^	268	307	289	296	99^	92^	68^	54^
	10.30 - 11.00									A 18.6	31	1447	1842	883	455	1000	317	521	464	443	383	681	236	348	377	294	269	93^	80^	68^	55^
TV-CENSORED BLOOPERS(S)								197		A 22.4	40	1743	1925	847	292	918	358	581	511	415	275	641	266	414	371	279	189	147	74^	219	134^
1 FRI.	10.00P	60	NBC	CV				98		A 21.9	39	1704	1940	851	278	922	359	579	505	408	285	650	277	423	378	276	189	138	66^	230	139^
	10.00 - 10.30									A 23.0	41	1789	1897	840	303	909	355	581	514	421	262	630	252	406	362	281	188	152	80^	206	128^
	10.30 - 11.00																														
20/20							29	200	191	A 14.6	24	1136	1553	702	242	734	270	461	398	331	234	694	239	431	401	337	224	90^	41^	35^	29^
THU.	10.00P	60	ABC	DN			99	96		B 17.0	29	1323	1619	712	260	771	287	481	428	359	228	687	271	431	386	310	204	110	52	51	38
	10.00 - 10.30									A 14.8	24	1151	1559	717	245	751	279	472	402	332	243	675	239	421	395	315	216	88^	41^	45^	38^
	10.30 - 11.00									A 14.3	24	1113	1551	690	238	718	267	452	389	329	225	720	240	447	412	365	230	89^	39^	24^	20^
WALTONS							3	195	195	A 15.0	28	1167	1684	831	302	948	269	402	378	394	482	494	132	201	189	208	251	66^	46^	176	87^
THU.	8.00P	60	CBS	GD			99	98		B 14.6	27	1136	1740	852	312	941	250	395	373	383	485	557	152	235	221	242	276	70	53	172	87
	8.00 - 8.30									A 13.7	26	1066	1670	831	298	947	260	384	366	390	501	494	128	197	178	209	259	64^	44^	165	73^
	8.30 - 9.00									A 16.3	29	1268	1688	827	300	945	277	415	387	396	464	490	134	201	194	206	245	68^	48^	185	97
WORLD OF PHILIP MALLEY(S)								184		A 13.7	22	1066	1869	628	334	708	209^	411	402	391	241	660	215^	383	398	368	230	223	109^	278	198^
2 MON.	8.00P	60	CBS	CS				97		A 13.3	22	1035	1873	642	342	722	213^	421	404	395	247	665	206^	376	393	371	242	217^	104^	269	185^
	8.00 - 8.30									A 14.2	22	1105	1840	605	322	684	204^	397	395	379	230	646	223	383	398	359	215	227	111^	283	207^
	8.30 - 9.00																														
•LATE FRINGE																															
ABC LATE NIGHT MOVIE-PT 1(S)								172		A 5.8	22	451	1237	399^	175^	495^	362^	435^	275^	133^	22^	451^	347^	367^	101^	98^	84^	175^	88^	116^	116^
2 FRI.	12.00M	71	ABC	FF				93		A 5.5	18	428	1308	486^	229^	547^	425^	456^	288^	122^	56^	366^	273^	273^	71^	74^	93^	278^	93^	117^	117^
	12.00 - 12.30									A 6.1	25	475	1259	382^	158^	498	347^	460^	282^	151^	LT	545	411^	455^	130^	134^	90^	89^	89^	127^	127^
	12.30 - 1.00																														

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PROGRAM NAME				I/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	PROG. NET TYPE				KEY	Avg. Aud. Share %	Avg. Aud. Share %	Total Persons (2+)	Lady Work- ing House Wom.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)	CHILDREN (2-11)					
													TOTAL	18- 34	WOMEN 18- 49	25- 54	35- 64	55+	TOTAL	18- 34	WOMEN 18- 49	25- 54	35- 64	55+	TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11			
LATE FRINGE CONT'D																													
ABC LATE NIGHT MOVIE-PT 2(S)						169		A	5.3	26	412	1005	219^ 90v	342^238^	303^219^	104v	LT		434^374^	374^	93v	60v	60v	151^ 78v	78v 78v				
2 FRI.	1.11A	15		ABC FF		93		B	7.2	21	560	1493	665 234	709 224	382 351	364 255			673 252	375 356	320 231			80^ 32^	31^ 23v				
ABC NEWS-NIGHTLINE	M-F	11.30P	30	ABC N		79 190 191		B	7.6	23	591	1389	604 210	651 185	344 346	361 233			668 229	371 349	334 226			55 20	15 11				
ABC NEWS-NIGHTLINE-WED(B)						193		A	6.6	25	513	1310	635 283^	658 193^	384^354^	359^252^			561 204^	358^301^	316^167^			91v 66v	LT LT				
1 WED.	12.00M	38		ABC N		98		A	6.7	25	521	1434	679 296^	698 192^	419^394^	399^252^			639 218^	413^348^	368^195^			97v 65v	LT LT				
12.00 - 12.30								B	7.9	16	615	1796	715 317	786 357	614 496	379 122^			760 299	493 440	359 223^			148^114^	102^ 91^				
ABC WEEKEND REPORT-SAT.	SAT.	11.00P	15	ABC N		31 172 173		B	7.9	16	615	1511	640 271	711 268	449 404	352 204			608 232	377 336	291 184			108 59	84 69				
ABC WEEKEND REPORT-SUN.						32 172 171		A	4.4	11	342	1582	595 215^	636 225^	360 372	321^200^			675 255^	354 378	289^256^			97^ LT	174^ 102^				
1 SUN.	11.00P	15		ABC N		93 93		B	5.3	13	412	1451	613 238	659 235	401 378	355 180			670 280	427 398	319 175			83 32	39 29				
2 SUN.	12.00M	15																											
CBS SUNDAY NEWS-BRADLEY	SUN.	11.00P	15	CBS N		34 129 132		A	7.2	15	560	1511	629 259	667 157^	330 310	352 269			636 217	317 306	239 290			112^ 35v	96^ 77^				
1 THU.	12.00M	68		ABC PD		18 176 177		B	8.0	16	622	1470	713 250	782 212	381 375	408 326			596 185	308 281	299 247			62 33	30 19				
2 THU.	12.00M	69				95 95		A	4.1	19	319	1135	527 300^	533 151^	345^295^	284^176^			502 182^	313^273^	261^151^			53v 44v	47v 19v				
12.00 - 12.30								B	4.1	19	319	1072	490 190	536 210	302 274	264 169			438 160	258 229	214 150			82 55	16 LT				
12.30 - 1.00								A	4.5	17	350	1131	579 312^	594 201^	384 332^	311^185^			483 215^	283^226^	217^151^			25v 25v	29v 18v				
								A	4.1	21	319	1107	470 282^	470 113^	311^252^	241^159^			534 188^	361^330^	279^135^			44v 44v	59v 22v				
FANTASY ISLAND-12.00																													
1 MON.	12.00M	68		ABC A		17 170 172		A	3.4	17	265	1226	572 180^	618 222^	377^378^	284^154^			608 351^	423^396^	125^136^			LT LT	LT LT				
2 MON.	12.00M	69				95 95		B	3.5	17	272	1166	499 235	557 223	366 333	275 121			547 287	408 274	198 111			57 33	LT LT				
12.00 - 12.30								A	3.6	15	280	1193	528 197^	590 214^	332^354^	258^154^			603 306^	382^391^	151^153^			LT LT	LT LT				
12.30 - 1.00								A	3.3	18	257	1272	622 206^	661 237^	432^431^	323^144^			611 389^	466^408^	105v117v			LT LT	LT LT				
FRIDAYS																													
1 FRI.	12.00M	72		ABC GV		5 181		A	5.7	22	443	1657	742 343^	839 441^	657 381^	269^136v			605 355^	509^374^	250^ 53v			124v 73v	89v 89v				
12.00 - 12.30						96		B	6.2	23	482	1416	514 261	581 296	425 322	215 95			595 346	503 371	234 47			171 84	69 66				
12.30 - 1.00								A	6.3	21	490	1727	815 368^	921 465^	681 362^	283^189^			601 340^	476^352^	261^ 78v			90v 47v	115v 115v				
								A	5.5	24	428	1610	715 360^	808 423^	682 446^	301^ 84v			564 311^	496^380^	253^ 36v			147^ 70v	91v 91v				
FRIDAYS PART 2																													
1 FRI.	1.12A	6		ABC GV		2 181		A	4.5	23	350	1540	501^198^	612^358^	431^251^	110v144v			663^463^	580^379^	200^ 35v			202^202^	63v 63v				
						96		B	4.3	22	335	1564	492 266	574 286	385 286	199 113			665 432	567 315	185 62			291 207	34 34				
LATE MOVIE I																													
MON.	11.30P	71		CBS FF		142 157 158		A	6.4	22	498	1351	577 232	659 272	432 367	322 149			589 247	391 342	273 152			83^ 28v	20v 10v				
1 WED.	11.30P	75				89 89		B	6.3	22	490	1353	618 264	700 276	460 418	354 161			552 227	380 345	280 126			80 38	21 16				
1 FRI.	11.30P	78																											
2 TU & W	11.30P	73																											
2 THU.	11.30P	64																											
2 FRI.	11.30P	74																											
11.30 - 12.00								A	6.9	20	537	1380	612 258	689 289	447 381	331 162			583 242	389 335	274 151			80^ 28v	28v 13v				
12.00 - 12.30								A	6.2	24	482	1334	552 213	645 270	423 349	309 145			591 250	388 334	273 157			85^ 31v	13v LT				
LATE MOVIE II																													
1 MON.	12.41A	41		CBS FF		135 158 158		A	4.6	26	358	1268	549 184	611 248	413 374	307 126^			559 254	369 363	255 126^			98^ 20v	LT LT				
1 WED.	12.45A	44				89 88		B	4.4	26	342	1279	571 226	631 266	431 380	316 125			555 236	403 363	287 103			81 38	LT LT				
1 FRI.	12.48A	39																											
2 MON.	12.41A	34																											
2 TU & W	12.43A	47																											
CONT'D																													

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KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11
LATE FRINGE CONT'D																															
TOMORROW COAST TO COAST-2 125 191 193																															
1 MON.	1.00A	56	NBC	CC		98	98	A	2.6	20	202	1183	588	183	698	326	431	356	252	204	445	178	267	227	202	139	40	LT	LT	LT	
1 TUE.	1.00A	57						B	2.5	19	195	1016	432	135	498	163	255	237	224	195	475	210	328	275	198	116	41	LT	LT	LT	
1 WED.	1.30A	56																													
1 THU.	1.00A	55																													
2 MON.	1.00A	48																													
2 TU&TH	1.00A	56																													
2 WED.	1.00A	47																													
1.00 - 1.30								A	2.9	20	226	1181	566	199	672	319	415	349	243	199	470	187	289	221	216	146	39	LT	LT	LT	
1.30 - 2.00								A	2.2	19	171	1251	584	164	700	321	414	363	250	204	485	210	280	252	222	152	66	LT	LT	LT	
2.00 - 2.30								A	2.2	25	171	1497	1105	216	1186	520	801	578	469	245	311	177	241	311	134	LT	LT	LT	LT	LT	
TONIGHT SHOW																															
1 MTUHF	11.30P	60	NBC	GV		157	211	213	A	7.6	26	591	1382	675	255	731	225	370	343	339	290	574	210	318	293	265	201	60	13	17	12
1 WED.	12.00M	60				99	99	B	7.4	25	576	1346	622	236	668	209	354	332	323	251	579	218	341	300	265	190	82	34	17	12	
2 M-F	11.30P	60																													
11.30 - 12.00								A	8.5	25	661	1475	699	269	760	238	398	360	343	294	621	229	347	316	280	217	68	18	26	17	
12.00 - 12.30								A	6.8	26	529	1302	643	239	698	220	346	314	324	288	540	195	295	269	260	193	54	LT	10	LT	
12.30 - 1.00								A	6.8	31	529	1185	713	178	798	168	360	432	434	320	370	155	203	247	136	123	17	LT	LT	LT	
TUESDAY MOVIE--WEEK-PART 1 17 166 167																															
TUE.	12.00M	71	ABC	FF		93	93	B	4.2	20	327	1355	612	175	618	226	333	364	314	139	564	306	438	334	229	92	152	74	21	LT	
12.00 - 12.30								B	4.3	20	335	1280	507	189	561	247	380	324	282	104	616	288	438	328	268	142	97	39	LT	LT	
								A	4.6	18	358	1369	620	170	631	206	306	380	339	151	548	288	411	313	224	111	170	87	20	LT	
12.30 - 1.00								A	4.0	21	311	1322	598	186	598	231	341	347	309	123	562	295	441	348	249	79	145	71	17	LT	
TUESDAY MOVIE--WEEK-PART 2 17 165 167																															
1 TUE.	1.11A	20	ABC	FF		93	93	A	3.1	21	241	1311	611	169	611	291	382	327	236	138	634	394	531	357	221	61	36	20	30	LT	
2 TUE.	1.11A	19						B	3.7	26	288	1180	497	193	553	260	395	298	256	104	536	245	387	296	251	120	84	41	LT	LT	
WEEKDAY DAYTIME																															
ABC DAYTIME NEWSBRIEF--M-F 157 178 178																															
1 MTUHF	1.57P	2	ABC	N		93	93	A	7.8	30	607	1145	758	196	862	465	631	451	275	183	189	84	113	89	60	64	59	59	35	20	
2 M-F	1.57P	2						B	8.5	30	661	1311	823	199	921	487	704	541	335	165	211	98	153	110	84	50	96	77	83	31	
ALICE--M-F																															
M-F	10.30A	30	CBS	CS		147	166	168	A	4.7	24	366	1434	688	175	759	382	522	345	249	202	287	92	149	103	126	129	99	49	289	80
						92	92	B	5.8	28	451	1449	655	162	755	332	480	361	290	230	288	113	153	117	117	117	115	61	291	118	
ALL MY CHILDREN																															
1 MTUHF	1.00P	60	ABC	DD		99	99	A	8.3	32	646	1172	760	224	872	460	641	470	295	182	193	77	105	91	67	72	71	71	36	18	
2 M-F	1.00P	60						B	8.9	32	692	1329	831	214	927	483	705	545	342	167	213	99	151	109	84	53	99	82	90	31	
1.00 - 1.30								A	7.9	31	615	1156	757	221	866	455	635	464	288	184	185	69	97	85	68	72	71	71	34	19	
1.30 - 2.00								A	8.7	33	677	1170	758	225	870	461	643	473	296	176	193	80	108	89	62	71	72	72	35	18	
ALL MY CHILDREN--WED(B)																															
1 WED.	1.25P	10	ABC	DD		83		A	7.7	28	599	1159	863	154	918	559	752	433	242	166	170	59	153	117	111	17	71	LT	LT	LT	
ANOTHER WORLD																															
1 MTUHF	2.00P	60	NBC	DD		98	98	A	5.3	20	412	1206	826	244	880	293	465	432	429	349	219	32	46	48	122	161	56	44	51	30	
1 WED.	2.28P	19						B	5.1	18	397	1210	794	194	887	286	463	429	375	362	217	46	64	50	86	138	50	38	56	27	
&	2.53P	7																													
2 M-F	2.00P	60																													
2.00 - 2.30								A	5.3	20	412	1204	832	242	886	284	456	430	437	367	218	38	55	53	117	151	54	39	46	30	
2.30 - 3.00								A	5.3	20	412	1177	817	250	864	296	469	432	420	331	201	20	30	34	115	162	58	51	54	29	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1981 REPORT

											2ND MAY 1981 REPORT																						
PROGRAM NAME					I/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																						
WK #		START TIME		DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)	CHILDREN (2-11)								
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
WEEKDAY DAYTIME CONT'D																																	
AS THE WORLD TURNS											A	7.2	27	560	1220	842	157	923	183	372	397	435	458	220	44^	57^	59^	97^	146	56^	53^	21^	LT
1 MTU THF 2.00P 60 CBS DD 99 99											B	7.9	28	615	1286	837	158	955	209	423	430	453	440	220	49	78	67	86	131	50	42	61	23
2 M-F 2.00 - 2.30 2.30 - 3.00											A	7.1	27	552	1197	843	154	916	183	372	394	425	454	218	41^	51^	58^	99^	147	47^	47^	16^	LT
											A	7.3	28	568	1218	838	162	919	178	366	393	439	460	215	50^	61^	63^	86^	138	61^	58^	23^	9^
BLOCKBUSTERS 137 146 147											A	4.1	21	319	1342	793	81^	859	207	329	320	366	457	415	105^	164^	188	156^	204	43^	31^	25^	LT
M-F 10.30A 30 NBC QG 83 84											B	3.6	17	280	1415	805	109	880	214	342	317	338	477	401	95	150	155	167	220	40	LT	94	52
CAPTAIN KANGAROO 151 174 174											A	2.6	14	202	1515	330	34^	336	168^	237^	223^	109^	79^	227^	99^	159^	163^	124^	44^	25^	LT	927	134^
M-F 8.00A 60 CBS C 97 97											B	2.8	14	218	1360	354	80	381	191	260	199	138	95	139	50	79	78	70	46	45	22	795	152
8.00 - 8.30											A	2.4	13	187	1535	305^	32^	305^	139^	225^	220^	119^	58^	256^	101^	181^	198^	149^	49^	27^	LT	947	156^
8.30 - 9.00											A	2.8	14	218	1454	349	23^	349	187^	242^	225^	98^	88^	188^	96^	134^	128^	92^	32^	22^	LT	895	110^
CARD SHARKS 156 131 139											A	3.2	14	249	1173	748	141^	756	146^	239	273	305	446	334	44^	73^	84^	121^	237	27^	27^	56^	LT
M-F 12.00N 30 NBC QG 66 69											B	3.1	12	241	1333	803	161	844	179	340	330	357	449	323	59	103	96	148	204	64	35	102	54
DAYS OF OUR LIVES 156 201 207											A	5.6	22	436	1369	910	192	988	309	476	397	449	468	284	69^	89^	71^	119^	178	69^	35^	28^	12^
1 MTU THF 1.00P 60 NBC DD 98 99											B	5.7	21	443	1298	855	164	937	291	462	399	378	428	266	51	81	66	106	170	47	29	48	20
1.00 - 1.30											A	5.6	22	436	1362	907	181	980	309	474	383	442	467	292	70^	87^	76^	125^	182	65^	35^	25^	LT
1.30 - 2.00											A	5.7	22	443	1343	900	198	975	303	474	404	447	458	270	68^	88^	66^	110^	170	70^	31^	28^	12^
DAYTIME EMMY AWARDS(S) 200 99											A	12.8	44	996	1324	797	198^	876	453	605	442	285	235^	193^	105^	114^	70^	62^	72^	161^	114^	94^	75^
2 THU. 3.00P 120 ABC AC											A	11.8	42	918	1291	829	204^	911	507	665	466	282	201^	204^	83^	111^	85^	86^	84^	135^	100^	41^	28^
3.00 - 3.30											A	12.8	44	996	1284	772	220^	864	505	615	415	227^	217^	178^	92^	92^	57^	65^	71^	174^	116^	68^	56^
3.30 - 4.00											A	13.7	48	1066	1332	830	227	904	435	618	456	319	254	188^	116^	116^	60^	46^	72^	155^	92^	85^	71^
4.00 - 4.30											A	12.9	42	1004	1374	759	141^	824	371	529	432	308	262	197^	121^	131^	79^	50^	66^	178^	145^	175^	141^
4.30 - 5.00																																	
DOCTORS 155 184 185											A	3.8	16	296	1301	852	205	889	267	385	339	392	442	315	84^	97^	102^	159^	186^	47^	47^	50^	LT
M-F 12.30P 30 NBC DD 90 91											B	3.8	15	296	1258	832	182	885	268	424	390	361	401	261	57	76	68	131	166	56	41	56	27
EDGE OF NIGHT 146 156 156											A	4.5	15	350	1257	764	259	822	348	559	485	348	200	247	95^	128^	97^	91^	98^	126^	109^	62^	23^
1 MTU THF 4.00P 30 ABC DD 82 82											B	4.9	15	381	1386	752	234	844	364	557	466	338	223	287	122	162	112	105	114	127	113	128	70
2 MTU WF 4.00P 30																																	
FAMILY FEUD 157 180 181											A	6.3	27	490	1263	771	147	832	312	465	372	328	308	294	114^	143	109^	111^	122	78^	61^	59^	15^
1 MTU THF 12.00N 30 ABC QP 91 91											B	6.3	25	490	1350	740	173	825	335	493	402	354	270	308	115	161	131	120	131	84	61	133	60
1 WED. 12.00N 4																																	
& 12.11P 19																																	
2 M-F 12.00N 30																																	
GENERAL HOSPITAL 150 200 200											A	10.9	37	848	1199	694	178	805	462	592	386	255	173	153	75	90	55^	37^	56^	134	114	107	85
1 MTU THF 3.00P 60 ABC DD 99 99											B	11.3	36	879	1355	759	176	854	457	626	461	298	175	197	90	120	76	62	69	165	136	139	86
2 MTU WF 3.00P 60																																	
3.00 - 3.30											A	10.5	37	817	1162	701	177	806	460	590	382	256	174	149	67^	82	55^	37^	59^	122	103	85	61^
3.30 - 4.00											A	11.4	37	887	1212	679	174	789	458	583	381	246	167	149	79	93	52^	33^	51^	147	124	127	106
GOOD MORNING, AMERICA-730 158 203 203											A	5.2	29	405	1257	789	188	806	223	391	372	410	324	354	93^	144	111^	138^	192	27^	LT	70^	37^
M-F 7.30A 30 ABC N 99 99											B	5.0	27	389	1324	728	237	776	222	403	401	394	285	390	114	175	153	168	178	57	15	101	64

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11
WEEKDAY DAYTIME CONT'D																															
GOOD MORNING, AMERICA-830 M-F 8.30A 30 ABC N 159 201 201 A 5.7 29 443 1244 833 135 853 251 379 368 394 381 349 77 150 144 161 175 13 17 29 13																															
M-F 8.30A 30 ABC N 98 98 B 5.9 28 459 1210 758 190 791 223 367 381 384 343 338 88 140 140 150 167 25 11 56 27																															
GUIDING LIGHT 1 MTU THF 3.00P 60 CBS DD 153 195 192 A 7.3 25 568 1285 828 187 923 184 369 392 457 471 226 69 88 87 85 120 80 70 56 44																															
2 M-F 3.00P 60 B 8.1 26 630 1327 818 174 935 220 422 425 454 423 228 59 91 76 92 124 81 67 83 42																															
3.00 - 3.30 A 7.2 25 560 1266 834 187 924 178 362 387 461 479 224 63 83 83 87 122 73 63 45 34																															
3.30 - 4.00 A 7.4 24 576 1293 818 181 910 183 367 394 452 459 226 74 93 91 81 117 90 77 67 53																															
JEFFERSONS M-F 10.00A 30 CBS CS 147 153 155 A 4.0 21 311 1444 689 177 740 360 530 380 254 178 288 102 144 110 122 118 68 29 348 119																															
M-F 10.00A 30 CBS CS 88 88 B 5.0 24 389 1437 648 180 724 324 482 375 281 194 279 117 161 133 122 98 114 57 320 135																															
LAS VEGAS GAMBIT M-F 10.00A 30 NBC QG 136 133 134 A 3.2 17 249 1430 871 97 883 184 324 282 337 526 457 100 177 166 173 260 33 21 57 17																															
M-F 10.00A 30 NBC QG 77 77 B 3.2 15 249 1457 820 141 890 208 361 320 350 475 419 91 151 156 180 237 42 17 106 48																															
LOVE BOAT DAYTIME M-F 11.00A 60 ABC CS 159 191 191 A 5.4 27 420 1183 674 190 736 348 522 388 281 176 218 99 149 84 82 59 93 71 136 20																															
M-F 11.00A 60 ABC CS 98 98 B 5.6 25 436 1348 670 185 731 354 510 392 278 182 259 137 178 111 88 65 135 94 223 98																															
11.00 - 11.30 A 5.1 26 397 1174 672 181 730 338 509 385 282 181 224 98 151 88 86 65 81 63 139 15																															
11.30 - 12.00 A 5.7 27 443 1160 670 194 731 351 525 388 279 168 204 100 143 72 69 52 99 75 126 16																															
MORNING-CHARLES KURLAT M-F 7.00A 60 CBS N 63 186 186 A 2.7 17 210 1133 552 181 571 61 195 290 372 276 500 43 186 243 367 223 17 17 48 24																															
M-F 7.00A 60 CBS N 99 99 B 3.0 18 233 1263 565 257 630 96 230 287 381 312 500 101 224 231 312 216 34 17 99 30																															
7.00 - 7.30 A 2.5 18 195 1077 544 210 549 36 180 293 385 256 492 46 175 220 364 236 17 17 31 17																															
7.30 - 8.00 A 2.8 16 218 1183 560 170 596 87 207 289 358 298 499 37 184 257 362 215 23 17 65 28																															
NBC SPECIAL TREAT(5) 1 TUE. 4.00P 60 NBC FV 168 89 A 4.4 13 342 1670 574 56 591 132 254 216 339 290 375 53 143 143 229 232 350 204 354 190																															
1 TUE. 4.00P 60 NBC FV 89 A 4.3 13 335 1633 569 50 569 116 223 181 339 308 356 36 137 137 212 219 320 192 388 226																															
4.00 - 4.30 A 4.5 12 350 1677 569 60 597 143 279 244 332 264 386 67 144 144 240 242 376 213 318 154																															
4.30 - 5.00 A 4.5 12 350 1677 569 60 597 143 279 244 332 264 386 67 144 144 240 242 376 213 318 154																															
NEWSBREAK-11.57 M-F 11.57A 2 CBS N 155 159 163 A 5.8 27 451 1381 743 210 852 340 454 372 282 331 317 78 125 116 113 170 61 46 151 58																															
M-F 11.57A 2 CBS N 85 88 B 6.4 28 498 1399 727 170 846 266 413 358 336 365 355 91 142 126 139 193 46 27 152 51																															
NEWSBREAK-3.57 1 MTU THF 3.57P 2 CBS N 153 176 176 A 5.5 18 428 1285 815 166 922 209 358 375 422 473 205 77 96 86 59 103 94 81 64 53																															
2 M-F 3.57P 2 B 6.6 20 513 1342 813 165 934 230 414 415 443 419 230 61 95 78 88 124 93 76 85 48																															
ONE DAY AT A TIME-M-F 1 MTU THF 4.00P 30 CBS CS 138 130 130 A 3.7 13 288 1424 701 181 778 271 452 407 344 274 278 83 133 121 125 111 142 107 226 108																															
2 M-F 4.00P 30 B 4.4 14 342 1505 695 177 783 280 445 377 364 280 279 85 130 121 121 119 197 130 246 142																															
ONE LIFE TO LIVE 1 MTU THF 2.00P 60 ABC DD 152 199 199 A 8.1 31 630 1186 776 181 840 456 605 419 281 183 206 92 121 87 50 78 81 63 59 30																															
2 M-F 2.00P 60 B 8.9 32 692 1282 816 181 898 479 666 510 318 170 200 88 125 86 66 68 95 79 89 34																															
2.00 - 2.30 A 7.8 30 607 1152 753 197 831 445 598 417 284 183 203 96 122 88 46 76 62 55 56 29																															
2.30 - 3.00 A 8.4 32 654 1190 792 161 843 465 611 422 275 180 193 82 110 81 47 75 94 67 60 30																															
PASSWORD PLUS M-F 11.30A 30 NBC QG 156 188 189 A 4.7 22 366 1273 783 114 808 158 291 288 369 446 363 65 109 141 165 202 36 25 66 39																															
M-F 11.30A 30 NBC QG 93 93 B 4.4 19 342 1256 783 140 826 169 332 350 393 411 329 75 109 124 132 184 41 21 60 32																															
PRICE IS RIGHT 1 M-F 11.00A 30 CBS AP 156 190 191 A 5.3 27 412 1335 695 209 797 299 413 327 272 338 322 69 101 84 124 199 58 41 158 37																															
M-F 11.00A 30 CBS AP 96 96 B 6.3 30 490 1413 704 169 821 273 403 334 313 363 359 90 142 120 139 200 53 26 180 55																															
PRICE IS RIGHT 2 M-F 11.30A 30 CBS AP 156 186 190 A 6.6 32 513 1382 754 201 850 309 436 354 299 358 340 68 102 97 123 214 53 41 139 44																															
M-F 11.30A 30 CBS AP 94 96 B 7.2 32 560 1412 734 164 845 263 403 338 332 380 369 87 137 120 145 212 46 27 152 50																															

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1981 REPORT

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
													MEN					WOMEN					TEENS (12-17)				CHILDREN (2-11)								
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11								
WEEKDAY DAYTIME CONT'D																																			
RYAN'S HOPE										157	183	185	A	6.0	25	467	1210	748	198	849	423	568	426	280	214	273	103^	165	107^	98^	104^	59^	46^	29^	13^
1 MTUHF 12.30P 30 ABC DD										95	96		B	6.6	26	513	1322	784	210	876	428	617	486	340	189	256	107	167	121	100	79	94	71	96	33
1 WED. 12.42P 18																																			
2 M-F 12.30P 30																																			
SEARCH FOR TOMORROW										154	186	185	A	5.8	25	451	1317	811	132	909	250	405	415	360	432	265	42^	67^	81^	107^	178	86^	56^	57^	14^
1 MTUHF 12.30P 30 CBS DD										96	96		B	6.2	25	482	1324	773	179	884	241	407	412	377	401	297	63	102	94	124	177	46	34	97	29
2 M-F 12.30P 30																																			
SEARCH FOR TOMORROW(B)										123			A	4.6	17	358	1034	676	212^	790	254^	442^	475^	316^	315^	244^	46^	46^	46^	38^	198^	LT	LT	LT	LT
1 WED. 12.30P 30 CBS DD										73																									
TEXAS										156	192	192	A	4.7	16	366	1227	812	248	857	245	457	387	439	354	248	43^	54^	36^	134^	188	70^	59^	52^	28^
1 MTUHF 3.00P 60 NBC DD										93	93		B	4.7	15	366	1264	771	197	858	256	447	409	377	353	240	58	82	62	100	143	74	54	92	56
1 WED. 3.00P 7																																			
& 3.43P 17																																			
2 M-F 3.00P 60																																			
3.00 - 3.30													A	4.5	16	350	1206	820	274	861	252	466	394	451	344	233	43^	54^	35^	122^	173	71^	60^	41^	26^
3.30 - 4.00													A	4.8	16	373	1271	813	241	862	237	449	378	429	371	268	48^	59^	38^	153^	203	79^	69^	62^	33^
TODAY SHOW-7.30AM										160	215	215	A	4.6	26	358	1413	707	156^	732	103^	257	240	377	427	542	101^	132^	156^	167	369	72^	33^	67^	50^
M-F 7.30A 30 NBC N										99	99		B	5.0	27	389	1376	753	176	785	161	313	276	393	429	507	93	165	171	225	309	29	LT	55	38
TODAY SHOW-8.30AM										159	212	212	A	5.0	26	389	1337	765	144^	825	148^	272	242	362	505	454	67^	120^	116^	167	315	34^	29^	24^	18^
M-F 8.30A 30 NBC N										99	99		B	5.9	28	459	1292	761	143	794	145	287	265	377	458	443	75	139	138	206	275	15	LT	40	24
WHEEL OF FORTUNE										157	187	189	A	5.3	27	412	1265	771^	111^	822	199	333	318	356	417	362	80^	127^	151	156	192	37^	27^	44^	22^
M-F 11.00A 30 NBC QG										94	94		B	4.8	23	373	1278	778	127	828	194	358	361	377	395	336	74	106	128	137	192	43	21	71	31
YOUNG AND THE RESTLESS										155	192	196	A	7.3	28	568	1227	828	157	905	287	486	438	389	358	213	65^	83^	82^	70^	106	51^	51^	58^	11^
1 MTUHF 1.00P 60 CBS DD										98	99		B	7.7	29	599	1271	793	152	915	294	479	430	358	367	204	62	87	75	79	100	50	41	102	30
1 WED. 1.00P 20																																			
2 M-F 1.00P 60																																			
1.00 - 1.30													A	7.1	28	552	1208	804	148	891	293	485	433	367	348	196	58^	73^	80^	64^	95^	61^	60^	60^	10^
1.30 - 2.00													A	7.5	29	584	1245	847	156	915	281	486	438	406	367	229	69^	89^	90^	79^	114	44^	44^	57^	11^
WEEKEND DAYTIME										25	186	182	A	4.1	19	319	1313	458	231^	492	194^	392	266^	244^	100^	219^	95^	138^	120^	84^	81^	144^	128^	458	347^
ABC WEEKEND SPECIALS										96	96		B	5.8	22	451	1635	393	148	432	200	300	219	173	111	306	156	218	132	103	80	240	126	657	438
SAT. 12.00N 30 ABC FV																																			
ABC WIDE WORLD-SPORTS SAT										23	205	202	A	6.2	20	482	1496	482	246^	522	141^	252	223^	256	222^	821	286	504	453	401	260	47^	39^	106^	73^
1 SAT. 4.00P 60 ABC SA										99	99		B	10.4	25	809	1642	538	222	596	202	328	291	269	217	728	255	436	390	343	246	143	50	175	126
& 6.09P 21																																			
2 SAT. 5.05P 85																																			
4.00 - 4.30													A	5.5	20	428	1498	564	253^	571	108^	258^	293^	372^	245^	760	241^	471^	481^	453^	171^	36^	36^	131^	103^
4.30 - 5.00													A	7.0	24	545	1308	479	163^	479	76^	171^	244^	323^	214^	711	208^	450	395^	407^	228^	47^	19^	71^	71^
5.00 - 5.30													A	5.2	17	405	1457	368^	279^	442^	182^	211^	109^	111^	197^	888	377^	550^	469^	329^	309^	47^	47^	80^	LT
5.30 - 6.00													A	5.8	18	451	1381	377^	227^	417^	120^	164^	118^	144^	226^	861	293^	499^	374^	395^	329^	57^	57^	46^	LT
6.00 - 6.30													A	6.9	19	537	1655	537	290	599	193^	352	263	258	224^	864	314	536	504	399	264	39^	39^	153^	124^
ABC WIDE WORLD-SPORTS SUN										16	198	198	A	5.9	18	459	1584	637	211^	669	210^	366	353	348	216^	736	209^	447	401	409	251^	84^	LT	95^	72^
SUN. 4.30P 90 ABC SA										97	99		B	11.1	26	864	1714	540	205	584	185	346	315	290	192	823	304	520	457	389	252	148	52	159	109
4.30 - 5.00													A	4.7	15	366	1601	628	210^	670	180^	327^	309^	366	252^	773	193^	425	409	453	280^	93^	LT	65^	49^
CONT'D																																			

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																									
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)															
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11														
WEEKEND DAYTIME CONT'D																																									
CBS SPORTS SATURDA-CONT'D																																									
2 SAT. 4.30P 90																																									
4.30 - 5.00																		A	3.3	12	257	1381	401	117	424	101	253	277	323	125	809	202	478	494	471	265	148	148	LT	LT	
5.00 - 5.30																		A	5.2	16	405	1521	525	228	557	107	302	333	319	196	851	285	573	529	458	246	63	26	50	38	
5.30 - 6.00																		A	6.1	18	475	1398	440	175	478	112	246	260	221	190	809	290	515	447	411	263	29	10	82	69	
CBS SPORTS SUNDAY																																									
1 SUN. 1.00P 180 CBS SA 91 90																		A	5.0	18	389	1370	434	141	454	137	275	254	235	174	725	300	426	361	308	246	107	LT	84	52	
2 SUN. 2.00P 160																		B	6.3	21	490	1527	425	127	469	143	263	233	216	187	838	363	560	455	367	238	101	22	119	80	
1.00 - 1.30																		A	4.4	19	342	1401	284	50	298	50	123	73	167	175	798	433	491	410	212	237	147	29	158	74	
1.30 - 2.00																		A	5.6	22	436	1509	287	76	314	146	154	131	103	147	789	381	522	424	277	197	234	37	172	108	
2.00 - 2.30																		A	5.0	19	389	1247	373	154	424	59	198	187	286	219	620	288	373	290	235	200	115	LT	88	77	
2.30 - 3.00																		A	4.6	17	358	1397	503	182	540	157	339	327	302	196	726	341	447	363	265	232	92	LT	39	16	
3.00 - 3.30																		A	4.7	16	366	1492	518	193	527	215	393	375	241	134	770	344	489	416	323	232	102	LT	93	64	
3.30 - 4.00																		A	5.1	17	397	1280	431	144	436	118	290	255	240	146	749	260	426	393	393	255	70	LT	25	LT	
4.00 - 4.30																		A	5.3	19	412	1561	595	161	595	211	378	370	258	209	793	167	341	326	466	400	49	LT	124	64	
COLONIAL GOLF-SAT.(S)																																									
1 SAT. 4.00P 60 CBS SE 92																		A	2.6	9	202	1946	698	184	734	45	234	224	422	465	802	169	382	372	440	391	216	53	194	179	
4.00 - 4.30																		A	2.9	11	226	1907	661	133	709	50	261	211	415	448	795	225	437	393	402	332	207	52	196	196	
4.30 - 5.00																		A	2.4	8	187	1845	701	219	701	28	172	219	395	454	760	90	289	321	456	439	213	52	171	145	
COLONIAL GOLF-SUN.(S)																																									
1 SUN. 4.00P 125 CBS SE 97																		A	4.2	12	327	1453	470	186	534	149	213	211	202	309	722	190	307	313	343	354	68	59	129	62	
4.00 - 4.30																		A	4.1	12	319	1408	446	151	483	150	207	207	148	276	715	163	294	276	345	348	119	91	91	91	
4.30 - 5.00																		A	3.4	10	265	1464	434	121	479	94	154	154	143	325	725	192	271	245	335	397	119	53	207	61	
5.00 - 5.30																		A	4.0	12	311	1498	540	250	598	192	242	219	235	341	716	228	318	344	322	346	48	48	136	41	
5.30 - 6.00																		A	4.7	13	366	1511	479	219	561	141	223	250	261	311	768	189	348	386	390	355	59	59	123	57	
DAFFY DICK SHOW																																									
SAT. 10.30A 30 NBC CA 96 97																		A	4.9	22	381	1328	276	42	294	147	147	54	82	124	75	19	19	19	16	56	159	89	800	517	
5.00 - 5.30																		B	5.5	22	428	1605	261	102	301	159	203	112	91	83	238	132	180	110	87	47	269	102	797	494	
DEAR ALEX & ANNIE-11.55AM																																									
SAT. 11.55A 4 ABC CN 96 96																		A	3.8	20	296	1331	287	175	330	179	277	206	151	40	246	175	213	101	71	20	214	108	541	271	
5.00 - 5.30																		B	5.6	23	436	1500	251	108	283	135	186	144	115	73	240	120	177	110	87	55	221	98	756	477	
DEAR ALEX & ANNIE-11.26AM																																									
SUN. 11.26A 3 ABC CN 82 82																		A	3.0	15	233	1725	365	236	437	283	318	176	128	102	528	223	456	400	250	55	236	107	524	284	
5.00 - 5.30																		B	3.4	14	265	1508	404	119	434	210	305	208	184	105	379	174	263	211	166	89	189	103	506	327	
DRAK PACK																																									
SAT. 12.30P 30 CBS CA 92 92																		A	5.3	24	412	1386	277	27	277	100	136	62	119	141	320	213	213	32	71	107	277	186	512	225	
5.00 - 5.30																		B	5.5	22	428	1521	354	104	378	202	273	166	106	103	266	161	201	117	76	58	202	118	675	349	
DRAWING POWER																																									
1 SAT. 12.30P 30 NBC CL 75																		A	3.1	13	241	1278	394	154	394	204	320	231	190	42	386	183	357	224	194	29	LT	LT	498	287	
5.00 - 5.30																		B	3.4	12	265	1593	283	99	318	154	213	141	115	95	399	180	286	193	161	91	187	71	689	383	
FACE THE NATION																																									
SUN. 11.30A 30 CBS CC 96 98																		A	3.4	18	265	1234	510	121	559	110	189	193	264	324	552	110	204	203	218	314	67	30	56	30	
5.00 - 5.30																		B	3.8	15	296	1348	507	123	568	134	219	203	233	307	642	123	263	312	341	301	51	19	87	51	
FLINTSTONES																																									
2 SAT. 12.30P 30 NBC CA 70																		A	1.8	9	140	1379	144	LT	144	LT	LT	LT	LT	115	58	LT	LT	LT	58	58	634	192	543	201	
5.00 - 5.30																		B	1.8	9	140	1379	144	LT	144	LT	LT	LT	LT	115	58	LT	LT	LT	58	58	634	192	543	201	
FLINTSTONE'S COMEDY SHW 1																																									
1 SAT. 9.00A 30 NBC CA 99																		A	4.4	22	342	1301	93	38	93	55	55	38	38	LT	44	LT	LT	LT	44	LT	LT	1164	667		
5.00 - 5.30																		B	4.3	20	335	1633	198	71	220	111	142	106	75	60	159	74	113	82	68	39	208	84	1046	622	
FLINTSTONE'S COMEDY SHW 2																																									
1 SAT. 9.30A 30 NBC CA 99																		A	4.0	18	311	1299	103	42	103	62	62	61	41	LT	LT	LT	LT	LT	LT	LT	LT	68	LT	1128	762
5.00 - 5.30																		B	4.8	20	373	1661	188	62	218	113	146	101	72	57	159	78	118	85	69	33	228	90	1056	664	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
WK # DAY		START TIME		DUR NET		PROG. TYPE		WK 1 WK 2		KEY		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
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4.30 - 5.00				A 4.0 14 311		1531 431^222^		476^122v 199^109v 215^245^		916 363^ 530^493^ 357^317^		74v 42v		65v LT	
RICHIE RICH SAT. 9.30A 30 ABC CA 27 195 195				B 7.2 33 560		1634 255 109^		271 137^ 206^147^ 112^ 65^		162^120^ 149^ 93^ 42v 13v		198^ 84^		1003 549	
SCHOOLHOUSE SAT. ROCK-8.26AM 28 175 175				B 7.6 31 591		1666 236 91		256 140 186 133 80 60		158 82 125 95 63 28		196 89		1056 651	
SCHOOLHOUSE SAT. ROCK-10.26AM 32 195 195				A 4.2 33 327		1869 237^ 40v		270^165^ 199^ 58v 71v 71v		124^ 81v 107^ 60v 43v 17v		347^ LT		1128 499	
SCHOOLHOUSE SAT. ROCK-10.26A 3 ABC CN 90 91				B 4.4 28 342		1630 219 82		238 145 180 113 75 45		171 92 137 98 62 29		155 36		1066 614	
SCHOOLHOUSE SAT. ROCK-10.56AM 27 195 192				A 7.5 33 584		1416 176^ 91^		180^ 99^ 154^ 90^ 74^ 26v		98^ 88^ 88^ 48v 10v 10v		194^121^		944 535	
SCHOOLHOUSE SAT. ROCK-10.56A 3 ABC CN 99 98				B 7.7 30 599		1572 226 96		253 146 190 124 81 50		179 104 149 97 61 25		219 115		921 565	
SCHOOLHOUSE 2 SUN. ROCK-11.55AM 29 140 86				A 6.4 28 498		1484 238^128^		261 126^ 214^125^ 128^ 47v		197^153^ 178^ 92^ 44v 19v		185^100^		841 476	
SCOOBY & SCRAPPY DOO SAT. 11.55A 4 ABC CN 27 195 195				B 7.2 28 560		1611 254 113		276 163 212 147 89 50		247 153 206 113 73 37		243 116		845 512	
SPORTSWORLD SUN. 4.00P 90 NBC SE 18 184 186				A 2.2 12 171		1006^ 111v163v		163v111v 111v110v 52v LT		200v123v 200v200v 77v LT		LT LT		643^ 369^	
SPORTSWORLD SUN. 4.00 - 4.30 90 NBC SE 18 184 186				B 2.9 11 226		1433 476 176		511 175 248 205 177 234		380 145 208 180 129 145		97 43		445 272	
SPORTSWORLD SUN. 4.30 - 5.00 90 NBC SE 18 184 186				A 7.9 35 615		1499 202 110^		202 103^ 171^104^ 90^ 31v		109^ 88^ 97^ 63^ 21v 12v		196 113^		992 568	
SPORTSWORLD SUN. 5.00 - 5.30 90 NBC SE 18 184 186				B 8.5 33 661		1598 227 97		252 150 190 128 73 49		171 96 141 96 62 27		220 111		955 584	
SUNDAY MORNING SUN. 9.00A 90 CBS N 34 135 136				A 7.7 24 599		1538 398 143^		408 151^ 231 174^ 204 145^		985 439 671 546 422 242		66^ 45v		79^ 55^	
SUNDAY MORNING SUN. 9.00 - 9.30 90 CBS N 34 135 136				B 6.5 17 506		1631 519 198		552 201 322 272 245 193		843 312 517 458 389 254		109 41		127 89	
SUNDAY MORNING SUN. 9.30 - 10.00 90 CBS N 34 135 136				A 6.7 22 521		1651 455 179^		471 145^ 254 226^ 271 159^		1025 449 691 530 439 256		50v 50v		105^ 79^	
SUNDAY MORNING SUN. 10.00 - 10.30 90 CBS N 34 135 136				A 8.1 25 630		1511 367 134^		379 151^ 217 147^ 183^145^		1044 476 727 593 455 236		46v 46v		42v 28v	
SUNDAY MORNING SUN. 10.00 - 10.30 90 CBS N 34 135 136				A 8.4 26 654		1465 373 119^		377 150^ 218 151^ 170^131^		893 391 597 511 381 237		100^ 42v		95^ 64^	
SUNDAY MORNING SUN. 9.00 - 9.30 90 CBS N 34 135 136				A 3.9 23 303		1426 667 162^		750 186^ 297^277^ 382^393^		628 247^ 340^339^ 212^269^		19v LT		29v LT	
SUNDAY MORNING SUN. 9.30 - 10.00 90 CBS N 34 135 136				B 4.5 23 350		1416 573 187		617 134 269 281 350 294		624 202 319 335 305 245		66 15		109 65	
SUNDAY MORNING SUN. 10.00 - 10.30 90 CBS N 34 135 136				A 3.4 23 265		1483 728 128^		785 238^ 331^282^ 354^412^		618 271^ 342^303^ 215^249^		27v LT		53v LT	
SUNDAY MORNING SUN. 10.00 - 10.30 90 CBS N 34 135 136				A 4.0 24 311		1441 635 157^		738 177^ 306^265^ 397 389		642 222^ 340^369^ 243^273^		25v LT		36v LT	
SUNDAY MORNING SUN. 10.00 - 10.30 90 CBS N 34 135 136				A 4.2 22 327		1382 661 202^		746 156^ 270^295^ 401 383		630 257^ 349^358^ 183^272^		LT LT		LT LT	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
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Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. MAY 11, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,340 21.0				27,460 35.3							
	ABC TV							THAT'S INCREDIBLE (R)(OP)						ABC MONDAY NIGHT MOVIE THE BEST LITTLE GIRL IN THE WORLD			
	AVERAGE AUDIENCE (Households (000) & %)					11,670 15.0				19,990 25.7							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 14.0	14.6* 23 *		15.5* 23 *	39 20.7	21.7* 33 *		25.2* 38 *		27.9* 43 *	28.4	27.9* 44 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,210 23.4				17,430 22.4		14,390 18.5		13,620 17.5			
	CBS TV							LYNDA CARTER'S CELEBRATN (OP)		M*A*S*H (R)		HOUSE CALLS (R)			LOU GRANT (R)		
	AVERAGE AUDIENCE (Households (000) & %)					12,530 16.1	15.5* 25		16.8* 25 *	15,090 19.4		12,840 16.5		10,740 13.8	13.5*		14.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 15.3	24 * 15.6		25 * 16.8	29 19.3		25 16.8		22 13.6	21 * 13.5	13.9	22 * 14.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					20,770 26.7				17,660 22.7							
	NBC TV							LITTLE HOUSE-PRAIRIE (OP)						NBC MONDAY NIGHT MOVIES THE STARMAKER, PART 1(SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)					16,100 20.7	19.1* 32		22.3* 33 *	11,440 14.7	14.6* 22 *		14.2* 21 *		15.1* 23 *		15.1* 24 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					18.2 18.2	20.0 20.0	22.1 22.1	22.5 22.5	15.0 15.0	14.2 14.2	14.0	14.4	15.3	14.9	15.2	15.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,190 22.1				20,310 26.1							
	ABC TV							THAT'S INCREDIBLE (R)(OP)						ABC MONDAY NIGHT MOVIE FREEDOM			
	AVERAGE AUDIENCE (Households (000) & %)					12,290 15.8	15.1* 25		16.5* 26 *	11,980 15.4	15.2* 23 *		14.6* 23 *		16.0* 26 *		15.8* 27 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					14.8 14.8	15.4 15.4	16.4 16.4	16.6 16.6	15.4 15.4	15.1 15.1	14.5	14.6	15.9	16.0	15.9	15.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,400 19.8				17,350 22.3		15,170 19.5		15,170 19.5			
	CBS TV							WORLD OF PHILIP MALLEY (OP)		M*A*S*H (R)		HOUSE CALLS (R)			GRAMMY HALL OF FAME		
	AVERAGE AUDIENCE (Households (000) & %)					10,660 13.7	13.3* 22		14.2* 22 *	15,480 19.9		13,690 17.6		11,590 14.9	15.2*		14.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					13.4 13.4	13.1 13.1	13.4 13.4	15.0 15.0	19.6 19.6	20.2 20.2	17.5	17.7	15.3	15.0	15.2	14.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,040 21.9				21,240 27.3							
	NBC TV							LITTLE HOUSE-PRAIRIE (R)(OP)						NBC MONDAY NIGHT MOVIES BITTER HARVEST(OP)			
	AVERAGE AUDIENCE (Households (000) & %)					12,910 16.6	15.9* 27		17.2* 27 *	14,000 18.0	15.5* 24 *		17.5* 27 *		19.5* 31 *		19.3* 33 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					15.0 15.0	16.8 16.8	17.1 17.1	17.3 17.3	15.2 15.2	15.7 15.7	17.5	17.6	19.4	19.6	19.5	19.0
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	54.8	57.0	58.3	60.9	62.6	64.7	66.3	67.2	66.1	67.2	65.8	66.6	65.5	64.2	63.4
		WK. 2	54.3	56.5	57.1	58.3	59.3	61.4	63.3	65.3	65.3	65.6	64.6	64.4	63.4	61.8	60.4
U.S. TV Households: 77,800,000																	

For explanation of symbols, See page A

EVE. MON. MAY 18, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. MAY 12, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W	TOTAL AUDIENCE (Households (000) & %)					17,510 22.5		17,740 22.8		21,630 27.8		19,370 24.9		20,070 25.8			
	ABC TV					HAPPY DAYS		LAVERNE & SHIRLEY		THREE'S COMPANY		TOO CLOSE FOR COMFORT (OP)		HART TO HART			
	AVERAGE AUDIENCE (Households (000) & %)					14,780 19.0		16,570 21.3		18,830 24.2		17,430 22.4		16,800 21.6			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					31 17.8		34 20.3		38 20.5		35 22.0		36 22.6		21.2* 35 *	22.1* 37 *
E	TOTAL AUDIENCE (Households (000) & %)					15,790 20.3				16,960 21.8							
	CBS TV					B. HUMAN: BIONIC BKTHROUGH (OP)								CBS TUESDAY NIGHT MOVIES THE FIVE OF ME			
	AVERAGE AUDIENCE (Households (000) & %)					10,500 13.5				10,500 13.5							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					22 12.9		21* 13.0*		22 13.1		21* 13.7		22* 14.4		22* 13.9	22* 13.3
K	TOTAL AUDIENCE (Households (000) & %)					17,270 22.2				18,910 24.3							
	NBC TV					DEAN MARTIN COMEDY (OP)								NBC TUESDAY MOVIE THE STARMAKER, PART 2(OP)			
	AVERAGE AUDIENCE (Households (000) & %)					13,070 16.8		16.4* 27 *		12,290 15.8		14.2* 22 *		15.9* 25 *		16.7* 27 *	16.3* 27 *
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					16.3 16.3		16.5 16.5		14.4 14.4		14.1 14.1		15.4 15.4		16.5 16.5	16.0 16.0
1	TOTAL AUDIENCE (Households (000) & %)					16,880 21.7		15,400 19.8		17,970 23.1		16,180 20.8		16,260 20.9			
	ABC TV					HAPPY DAYS		LAVERNE & SHIRLEY		THREE'S COMPANY		TOO CLOSE FOR COMFORT (R)(OP)		HART TO HART			
	AVERAGE AUDIENCE (Households (000) & %)					14,780 19.0		14,160 18.2		15,330 19.7		14,550 18.7		12,680 16.3			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					34 17.7		31 20.3		31 18.0		29 18.4		26 16.3		27* 17.0	26* 16.2
E	TOTAL AUDIENCE (Households (000) & %)					11,900 15.3				21,010 27.0							
	CBS TV					PALMERSTOWN (OP)								CBS TUESDAY NIGHT MOVIES THE VIOLATION OF SARAH MCDAVID			
	AVERAGE AUDIENCE (Households (000) & %)					8,640 11.1				15,020 19.3							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					19 10.4		18* 10.2		31 11.4		28* 12.3		29* 17.0		32* 17.9	34* 18.8
2	TOTAL AUDIENCE (Households (000) & %)					13,770 17.7				17,970 23.1							
	NBC TV					LOBO (R)(OP)								HILL STREET BLUES (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)					9,880 12.7		11.9* 21 *		11,510 14.8		14.0* 22 *		15.2* 24 *		15.1* 24 *	15.0* 25 *
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					12.1 12.1		11.7 11.7		13.1 13.1		13.9 13.9		15.2 15.2		14.8 14.8	15.1 15.1
TV HOUSEHOLDS USING TV WK. 1		52.8	54.2	56.0	58.2	59.8	61.5	62.6	64.3	63.6	64.0	64.0	63.8	61.5	61.3	60.6	58.5
(See Def. 1) WK. 2		51.9	53.3	53.0	54.8	56.1	57.4	58.7	60.4	62.8	63.7	64.2	64.6	63.3	62.4	61.6	59.9
U.S. TV Households: 77,800,000																	

For explanation of symbols, See page A.

EVE.TUE. MAY 19, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					19,920 25.6				22,020 28.3							
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					14,860 19.1	18.0*		20.1*	12,530 16.1	16.9*		16.2*		16.4*	15.0*	
	SHARE OF AUDIENCE %					31	30 *		32 *	25	26 *		24 *		26 *	24 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)									22,640 29.1							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)									16,180 20.8	16.9*		21.0*		22.3*	23.0*	
	SHARE OF AUDIENCE %									33	26 *		32 *		35 *	38 *	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					19,680 25.3				16,570 21.3		14,860 19.1		14,860 19.1			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					14,320 18.4	16.9*		20.0*	14,860 19.1		13,380 17.2		10,970 14.1	14.3*	13.9*	
	SHARE OF AUDIENCE %					30	29 *		32 *	29		26		23	23 *	23 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,480 19.9				22,560 29.0							
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					11,280 14.5	14.3*		14.7*	13,850 17.8	15.7*		16.8*		19.5*	19.1*	
	SHARE OF AUDIENCE %					26	27 *		26 *	30	26 *		27 *		32 *	34 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,080 18.1				17,820 22.9							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					10,110 13.0	12.4*		13.5*	11,670 15.0	14.9*		15.5*		15.4*	14.4*	
	SHARE OF AUDIENCE %					24	23 *		24 *	25	25 *		25 *		26 *	25 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,960 21.8				14,940 19.2		13,930 17.9		14,240 18.3			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					12,680 16.3	15.5*		17.1*	13,460 17.3		12,370 15.9		10,970 14.1	13.9*	14.3*	
	SHARE OF AUDIENCE %					30	29 *		30 *	29		26		24	23 *	25 *	
TV HOUSEHOLDS USING TV		WK. 1	51.3	52.7	52.8	54.8	58.1	60.1	61.5	63.3	64.4	65.6	66.2	66.9	64.0	62.6	62.4
(See Def. 1)		WK. 2	47.3	48.4	48.0	49.7	51.9	54.0	55.8	58.1	59.1	60.3	61.0	62.1	61.0	59.4	57.5
U.S. TV Households: 77,800,000																	60.3

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					12,450 16.0		13,540 17.4		15,480 19.9		13,930 17.9		17,430 22.4			
	ABC TV					WORK & MINDY (R)		BOSOM BUDDIES (R)		BARNEY MILLER		TAXI (OP)				20/20	
	AVERAGE AUDIENCE (Households (000) & %)					10,430 13.4		11,590 14.9		13,620 17.5		12,530 16.1		12,600 16.2		16.6*	15.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 12.6		26 14.2		29 17.1		26 15.9		28 16.3		28 *	28 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,330 19.7				18,280 23.5				17,430 22.4			
	CBS TV							WALTONS (OP)				MAGNUM, P.I. (R)				BOB NEWHART PT2	
	AVERAGE AUDIENCE (Households (000) & %)					11,670 15.0				13,230 17.0				12,840 16.5		17.0*	15.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 13.3		26 * 14.3		28 * 15.5		26 * 16.3		18.0* 17.8		28 *	28 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,080 18.1				17,270 22.2							
	NBC TV							REAL KIDS (OP)						NBC THURSDAY NIGHT MOVIES DRACULA(OP)			
	AVERAGE AUDIENCE (Households (000) & %)					10,190 13.1		13.3* 25 *		13.0* 23 *		10,040 12.9		12.1* 20 *		12.4* 22 *	13.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 13.4		25 * 13.1		23 * 13.0		20 * 12.0		20 * 12.3		22 *	25 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,530 16.1		12,600 16.2		13,460 17.3		12,600 16.2		13,690 17.6			
	ABC TV					WORK & MINDY (R)		BOSOM BUDDIES (R)		BARNEY MILLER		TAXI (OP)				20/20	
	AVERAGE AUDIENCE (Households (000) & %)					10,110 13.0		11,130 14.3		11,830 15.2		11,510 14.8		10,040 12.9		13.0*	12.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 12.0		27 14.0		26 15.1		24 15.3		21 14.6		21 *	21 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,260 20.9				28,090 36.1							
	CBS TV							WALTONS (OP)						MISS USA BEAUTY PAGEANT			
	AVERAGE AUDIENCE (Households (000) & %)					11,590 14.9		13.5* 27 *		17,820 22.9		18.6* 32 *		21.8* 35 *		25.3* 40 *	25.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 13.1		27 * 14.0		37 17.7		32 * 19.5		35 * 22.4		40 *	42 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					10,740 13.8				13,850 17.8							
	NBC TV							NBC MAGAZINE (OP)						NBC THURSDAY NIGHT MOVIES LET'S DO IT AGAIN(R)(SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)					6,850 8.8		8.7* 17 *		8,480 10.9		10.1* 17 *		10.7* 17 *		11.4* 18 *	11.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17 9.1		17 * 8.4		18 10.0		17 * 10.2		17 * 10.8		18 *	18 *
TV HOUSEHOLDS USING TV WK. 1		50.0	51.1	52.1	53.8	53.0	55.2	56.7	58.6	59.2	61.2	61.8	62.2	60.1	60.2	58.4	55.0
(See Def. 1) WK. 2		46.9	47.5	49.2	50.5	50.3	51.5	52.9	54.8	57.7	60.1	61.7	62.7	62.9	62.8	61.8	60.0

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.THU. MAY 21, 1981

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W	TOTAL AUDIENCE (Households (000) & %)	{					11,670 15.0		17,660 22.7									
	ABC TV						BENSON							ABC FRIDAY NIGHT MOVIE THE LONGEST YARD(R)(OP)				
	AVERAGE AUDIENCE (Households (000) & %)	{					10,110 13.0		8,950 11.5					12.3*				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					25 12.9		21 9.6	9.6*		11.0* 20 *		21 *		12.3* 22 *	12.9	12.4* 22 *
E	TOTAL AUDIENCE (Households (000) & %)	{					14,860 19.1				17,040 21.9				13,690 17.6			
	CBS TV								INCREDIBLE HULK (OP)				DUKES OF HAZZARD (R)				DALLAS (R)	
	AVERAGE AUDIENCE (Households (000) & %)	{					10,740 13.8	12.6*		14.9*	13,380 17.2			17.9*	10,430 13.4		13.5*	13.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					26 12.2	24 *	28 *	15.3	31 15.8	30 *		31 *	24 14.1	24 *	12.9	24 *
K	TOTAL AUDIENCE (Households (000) & %)	{					19,530 25.1								20,150 25.9			
	NBC TV										NBC FRIDAY NIGHT MOVIE THE HARLEM GLOBETROTTERS ON GILLIGAN'S ISLAND(OP)(SUS-OP)						TV-CENSORED BLOOPERS	
	AVERAGE AUDIENCE (Households (000) & %)	{					10,970 14.1	13.1*		14.2*				15.1*	17,430 22.4	21.9*		23.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					26 13.0	25 *	27 *	14.2	13.8	13.8	14.8	15.4	20.9	39 *	22.9	41 *
W	TOTAL AUDIENCE (Households (000) & %)	{					11,050 14.2		11,050 14.2		18,910 24.3							
	ABC TV						BENSON		I'M A BIG GIRL NOW (R)(OP)					ABC FRIDAY NIGHT MOVIE SCRUPLES				
	AVERAGE AUDIENCE (Households (000) & %)	{					9,340 12.0		9,180 11.8		11,440 14.7			13.9*		15.9*		16.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					27 11.3	25	25	12.2	27 12.9	25 *		25 *	16.0	29 *	15.8	30 *
E	TOTAL AUDIENCE (Households (000) & %)	{					12,680 16.3				17,580 22.6				15,170 19.5			
	CBS TV								INCREDIBLE HULK (OP)				DUKES OF HAZZARD				DALLAS (R)	
	AVERAGE AUDIENCE (Households (000) & %)	{					8,170 10.5	9.5*		11.6*	13,850 17.8			19.4*	11,670 15.0	15.0*		15.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					23 9.1	22 *	24 *	12.5	33 15.1	31 *		35 *	28 15.2	27 *	15.0	28 *
K	TOTAL AUDIENCE (Households (000) & %)	{					15,640 20.1								14,320 18.4			
	NBC TV																	ALL COMMERCIALS (R)
	AVERAGE AUDIENCE (Households (000) & %)	{					8,010 10.3	9.2*		11.3*				10.1*	11,130 14.3	14.0*		14.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					21 9.1	21 *	24 *	11.4	20 *			18 *	26 13.3	26 *	14.6	27 *
TV HOUSEHOLDS USING TV			WK. 1	47.8	50.0	50.0	50.8	51.4	52.2	52.5	53.5	53.7	55.4	57.3	57.5	55.7	56.0	56.1
(See Def. 1)			WK. 2	40.5	41.6	42.8	44.2	43.0	44.4	46.7	48.9	51.2	53.5	54.5	55.0	54.8	54.4	54.0

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAY 16, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					15,250 19.6				19,530 25.1				18,520 23.8			
	ABC TV					EIGHT IS ENOUGH				LOVE BOAT (OP)				FANTASY ISLAND			
	AVERAGE AUDIENCE (Households (000) & %)					11,670 15.0	13.8*		16.1*	15,870 20.4	19.2*		21.5*	14,160 18.2	18.6*		17.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 12.6	28 *	15.8	32 *	37 17.8	36 *	21.1	39 *	34 18.8	35 *	18.0	34 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,660 22.7											
	CBS TV					CBS SAT. NIGHT MOVIE LES MESERABLES(R)(OP)											
	AVERAGE AUDIENCE (Households (000) & %)					7,700 9.9	10.5*		9.4*		10.0*		9.7*		9.8*		9.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 11.4	22 *	9.3	19 *	10.2	19 *	9.5	17 *		18 *	9.9	19 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,260 20.9								14,470 18.6			
	NBC TV					BJ AND THE BEAR (R)(OP)								TEXAS RANGERS			
	AVERAGE AUDIENCE (Households (000) & %)					9,490 12.2	10.6*		11.6*		13.0*		13.5*	11,200 14.4	14.1*		14.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 10.5	22 *	10.9	23 *	13.0	24 *	13.4	24 *	27 13.8	26 *	14.6	28 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,750 15.1				14,320 18.4				16,100 20.7			
	ABC TV					EIGHT IS ENOUGH				LOVE BOAT (R)(OP)				FANTASY ISLAND			
	AVERAGE AUDIENCE (Households (000) & %)					8,640 11.1	10.0*		12.1*	10,970 14.1	13.1*		15.1*	11,750 15.1	13.8*		16.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 9.4	23 *	11.8	26 *	27 12.7	26 *	14.6	28 *	29 13.7	26 *	16.2	33 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					20,620 26.5										9,410 12.1	
	CBS TV					FOUL PLAY SP (R)(OP)										FOG	
	AVERAGE AUDIENCE (Households (000) & %)					10,970 14.1	10.9*		11.5*		14.9*		16.4*		16.8*	7,780 10.0	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 11.0	25 *	10.9	25 *	14.6	29 *	16.1	30 *		31 *	20 10.7	9.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,780 19.0				18,130 23.3							
	NBC TV					BARBARA MANDRELL (R)(OP)				50 YEARS OF COUNTRY MUSIC (R)(SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)					10,660 13.7	13.4*		14.0*	11,280 14.5	13.3*		13.5*		15.0*		16.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					31 13.1	31 *	13.8	30 *	28 12.9	26 *	13.6	25 *		28 *	15.4	33 *
TV HOUSEHOLDS USING TV		WK. 1	44.6	45.7	46.1	47.2	48.0	49.2	49.6	51.4	52.5	54.2	55.4	56.1	53.5	54.4	53.0
(See Def. 1)		WK. 2	36.4	37.4	38.9	41.4	42.9	44.0	44.8	47.6	50.1	52.0	53.5	54.2	53.6	53.2	50.8
U.S. TV Households: 77,800,000																	49.4

EVE.SAT. MAY 23, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAY 16, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,450 7.0														
	ABC TV		ABC WEEKEND REPORT- SAT.														
	AVERAGE AUDIENCE (Households (000) & %)	{	5,290 6.8														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	14 6.8														
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		11,980 15.4													
	NBC TV			SATURDAY NIGHT (11:30-12:45AM) (SUSTAINING 12:45-1:00AM)													
	AVERAGE AUDIENCE (Households (000) & %)	{		7,550 9.7		10.9*			9.2*								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%		29 11.1		29* 10.8			29* 8.6								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,130 6.6														
	ABC TV		ABC WEEKEND REPORT- SAT.														
	AVERAGE AUDIENCE (Households (000) & %)	{	4,820 6.2														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	14 6.2														
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		12,140 15.6													
	NBC TV			SATURDAY NIGHT (11:30-12:50AM) (SUSTAINING 12:50-1:00AM)													
	AVERAGE AUDIENCE (Households (000) & %)	{		7,000 9.0		10.4*			8.7*								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%		29 10.5		30* 10.3			29* 8.2								
TV HOUSEHOLDS USING TV		WK. 1	49.3	45.0	38.9	36.5	33.2	29.4	27.1	25.4	22.4	20.1	18.1	16.3	14.2	11.8	9.9
(See Def. 1)		WK. 2	45.6	41.2	36.2	34.3	31.4	28.8	26.9	25.3	22.4	20.1	18.4	16.6	15.1	14.0	12.4
U.S. TV Households: 77,800,000																	8.6 10.4

For explanation of symbols, See page A.

EVE.SAT. MAY 23 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 9,800 12.6				{ 22,870 29.4												
	ABC TV	THOSE AMAZING ANIMALS (R)(OP)					ABC SUNDAY NIGHT MOVIE BEYOND THE POSEIDON ADVENTURE(OP)											
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,460 8.3				{ 12,450 16.0												
	SHARE OF AUDIENCE %	16	16 *			26	24 *				25 *	25 *	25 *	25 *	26 *	26 *	29 *	
WEEK 1	AVG. AUD. BY ¼ HR.	8.2	7.6	8.4	9.1	13.1	14.0	14.5	15.9	16.8	16.2	17.0	17.1	16.7	16.9	17.2	17.0	
	TOTAL AUDIENCE (Households (000) & %)	{ 21,160 27.2				{ 20,150 25.9								{ 16,960 21.8				
	CBS TV	60 MINUTES (R)					ESCAPE FROM IRAN (OP)					TRAPPER JOHN, M.D.						
	AVERAGE AUDIENCE (Households (000) & %)	{ 16,650 21.4	{ 20.6* 20.6		{ 22.3* 22.3	{ 11,980 15.4	{ 15.0* 15.0		{ 14.5* 14.5		{ 15.2* 15.2		{ 16.7* 16.7	{ 14,080 18.1	{ 17.6* 17.6	{ 18.6* 18.6		
WEEK 1	SHARE OF AUDIENCE %	42	42 *		42 *	25	27 *		24 *		23 *	25 *	25 *	29	27 *	31 *		
	AVG. AUD. BY ¼ HR.	19.4	21.8	22.3	22.4	15.8	14.2	14.1	14.9	15.3	15.2	16.2	17.1	17.1	18.2	18.5	18.8	
	TOTAL AUDIENCE (Households (000) & %)	{ 14,320 18.4				{ 19,760 25.4								{ 26,060 33.5				
	NBC TV	DISNEY'S WONDERFUL WORLD THE BOATNIKS, PART 2(R)					CHIPS (OP)					BIG EVENT HEATBALLS (9:00-10:51PM)(SUS-OP) (SUSTAINING 10:51-11:00PM)						
WEEK 1	AVERAGE AUDIENCE (Households (000) & %)	{ 10,190 13.1	{ 12.5* 12.5		{ 13.7* 13.7	{ 15,090 19.4	{ 17.7* 17.7		{ 21.1* 21.1	{ 18,360 23.6	{ 23.5* 23.5		{ 24.7* 24.7	{ 23.5* 23.5	{ 23.1 23.1	{ 22.4* 22.4		
	SHARE OF AUDIENCE %	26	25 *		26 *	33	32 *		34 *	36	36 *		37 *	36 *	36 *	37 *		
	AVG. AUD. BY ¼ HR.	11.9	13.0	13.5	14.0	16.5	18.8	20.7	21.5	22.6	24.4	24.7	24.7	23.9	23.1	23.0	20.8	
	TOTAL AUDIENCE (Households (000) & %)	{ 13,070 16.8								{ 20,230 26.0								
WEEK 1	ABC TV	MYSTERIES OF THE SEA (R)(OP)										INDIANAPOLIS 500 (9:00-11:45PM) (SUSTAINING 11:45-12:00AM)						
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,380 8.2	{ 7.1* 7.1		{ 8.4* 8.4		{ 8.6* 8.6		{ 8.8* 8.8	{ 9,960 12.8	{ 10.3* 10.3		{ 11.0* 11.0		{ 13.5* 13.5	{ 14.0 14.0	{ 15.1* 15.1	
	SHARE OF AUDIENCE %	18	17 *		19 *		18 *		18 *	24	19 *		19 *		24 *	24 *	28 *	
	AVG. AUD. BY ¼ HR.	6.8	7.4	8.2	8.6	8.7	8.4	8.7	8.9	9.9	10.7	10.8	11.3	11.3	12.9	14.0	15.3	14.9
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 17,660 22.7				{ 28,940 37.2								{ 16,260 20.9				
	CBS TV	60 MINUTES (R)					SILVER STREAK (R)(OP)					JEFFERSONS (R)						
	AVERAGE AUDIENCE (Households (000) & %)	{ 13,230 17.0	{ 16.7* 16.7		{ 17.3* 17.3	{ 16,420 21.1	{ 17.4* 17.4		{ 18.7* 18.7	{ 20.8* 20.8	{ 23.3* 23.3		{ 25.3* 25.3	{ 14,160 18.2	{ 18.2 18.2	{ 17.5 17.5		
	SHARE OF AUDIENCE %	39	41 *		38 *	40	37 *		38 *	39 *	39 *		41 *	45 *	45 *	34	34	
WEEK 2	AVG. AUD. BY ¼ HR.	16.0	17.3	17.1	17.4	16.9	17.8	18.2	19.2	20.2	21.4	22.6	23.9	26.1	24.4	17.5	18.8	
	TOTAL AUDIENCE (Households (000) & %)	{ 20,230 26.0												{ 16,730 21.5				
	NBC TV	DISNEY'S WONDERFUL WORLD POLLYANNA(R)(OP)										BIG EVENT MEN WHO RATE A 10(R)						
	AVERAGE AUDIENCE (Households (000) & %)	{ 10,810 13.9	{ 9.5* 9.5		{ 11.8* 11.8		{ 14.2* 14.2	{ 14.8* 14.8		{ 14.8* 14.8	{ 15.9* 15.9	{ 17.2* 17.2		{ 13.9 13.9	{ 12.8* 12.8	{ 12.8 12.8	{ 15.0* 15.0	
TV HOUSEHOLDS USING TV (See Def. 1)	SHARE OF AUDIENCE %	28	23 *		26 *		30 *		30 *	30 *	30 *		30 *	25	23 *	23 *	28 *	
	AVG. AUD. BY ¼ HR.	9.2	9.9	11.4	12.3	13.9	14.5	14.6	14.9	15.7	16.0	16.9	17.4	12.8	12.8	15.1	14.8	
	WK. 1	48.8	50.3	52.1	53.8	54.5	56.6	59.5	63.3	64.8	65.9	66.8	67.7	66.3	64.3	62.4	57.6	
	WK. 2	40.1	42.2	44.6	46.3	47.1	47.6	48.9	50.7	53.0	54.7	56.3	58.4	57.1	56.3	53.6	53.1	

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAY 17, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,970 5.1														
	ABC TV		ABC WEEKEND REPORT- SUN.														
	AVERAGE AUDIENCE (Households (000) & %)	{	3,730 4.8														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	10 4.8														
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,600 7.2														
	CBS TV		CBS SUNDAY NEWS- BRADLEY														
	AVERAGE AUDIENCE (Households (000) & %)	{	5,290 6.8														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	14 6.8														
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		3,030 3.9													
	NBC TV			NBC LATE NIGHT MOVIE WHICH WAY IS UP? (11:30-1:33AM)													
	AVERAGE AUDIENCE (Households (000) & %)	{		1,790 2.3	2.3*		2.5*		2.5*		2.0*						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%		11 2.3	8 *		10 *		13 *		14 *						
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV			INDIANAPOLIS 500 (9:00-11:45PM) (SUSTAINING 11:45-12:00MD)													
	AVERAGE AUDIENCE (Households (000) & %)	{					3,350 4.3										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					4.0										
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%															
TV HOUSEHOLDS USING TV		WK. 1	47.9	42.9	32.9	28.2	25.4	22.8	20.0	17.9	15.9	13.3	11.5	9.2	7.0	5.8	5.0
(See Def. 1)		WK. 2	49.9	45.9	41.1	37.2	32.0	28.5	25.1	22.9	20.8	17.7	15.1	13.3	11.4	9.7	8.3
U.S. TV Households: 77,800,000																	

EVE.SUN. MAY 24, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAY 11-15, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			5,210 6.7				5,680 7.3									
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)			4,120 5.3				4,750 6.1									
	SHARE OF AUDIENCE %			29 5.1		5.6		31 6.1		6.1							
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	3,500 4.5				3,030 3.9						3,730 4.8		3,970 5.1			
	CBS TV			MORNING-CHARLES KURALT		CAPTAIN KANGAROO						JEFFERSONS M-F		ALICE-M-F			
	AVERAGE AUDIENCE (Households (000) & %)	2,100 2.7		2.7*		1,950 2.5		2.3*		2.8*		3,030 3.9		3,580 4.6			
	SHARE OF AUDIENCE %	17 2.4		19*		13 2.3		12*		14*		20 3.7		23 4.4		4.7	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)			4,590 5.9				4,980 6.4				3,190 4.1		3,890 5.0			
	NBC TV			TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				LAS VEGAS GAMBIT		BLOCKBUSTERS			
	AVERAGE AUDIENCE (Households (000) & %)			3,660 4.7				4,050 5.2				2,720 3.5		3,500 4.5			
	SHARE OF AUDIENCE %			26				26				18		22			
WEEK 4	TOTAL AUDIENCE (Households (000) & %)			4,900 6.3				4,820 6.2									
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)			3,970 5.1				4,120 5.3									
	SHARE OF AUDIENCE %			30 5.1		5.1		28 5.4		5.2							
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	3,420 4.4				3,030 3.9						3,810 4.9		4,280 5.5			
	CBS TV			MORNING-CHARLES KURALT		CAPTAIN KANGAROO						JEFFERSONS M-F		ALICE-M-F			
	AVERAGE AUDIENCE (Households (000) & %)	2,020 2.6		2.4*		2,020 2.6		2.4*		2.8*		3,190 4.1		3,730 4.8			
	SHARE OF AUDIENCE %	17 2.2		18*		14 2.2		13*		15*		22 3.8		25 4.6		4.9	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)			4,510 5.8				4,360 5.6				2,650 3.4		3,270 4.2			
	NBC TV			TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				LAS VEGAS GAMBIT		BLOCKBUSTERS			
	AVERAGE AUDIENCE (Households (000) & %)			3,580 4.6				3,660 4.7				2,180 2.8		2,880 3.7			
	SHARE OF AUDIENCE %			27 4.5		4.5		25 4.7		4.6		15 2.8		20 3.5		3.8	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	9.5	12.8	14.7	16.0	17.9	18.8	19.3	19.6	19.9	20.0	19.8	19.5	19.8	20.0	20.3
		WK. 2	9.1	11.6	13.7	15.2	17.1	18.4	18.7	18.6	18.4	18.8	19.0	18.1	18.6	18.7	19.0

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAY 18-22, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAY 11-15, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45		
		DAY MON.-FRI. MAY 11-15, 1981																	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		6,070 7.8				5,910 7.6		5,370 6.9		8,870 11.4				8,320 10.7				
	ABC TV		LOVE BOAT DAYTIME (SUS-OP)				FAMILY FEUD (SUS-OP)>(OP)		RYAN'S HOPE (SUS-OP)>		ALL MY CHILDREN (MTUTHF)(SUS-OP)(OP)				ONE LIFE TO LIVE (MTUTHF)(SUS-OP)				
	AVERAGE AUDIENCE (Households (000) & %)		4,280 5.5		5.2*		4,980 6.4		4,750 6.1		6,850 8.8		8.4*		6,540 8.4		8.2*		
	SHARE OF AUDIENCE %		26		26 *		26		25		33		32 *		31		30 *		
AVG. AUD. BY ¼ HR. %		5.0		5.3		5.6		5.9		6.2		6.5		6.1		6.1		8.6*	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		4,670 6.0		5,840 7.5				5,600 7.2		7,160 9.2				7,470 9.6				
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SUS-OP)(OP)		(SUS-OP)		SEARCH FOR TOMORROW (MTUTHF)(SUS-OP)(OP)		YOUNG AND THE RESTLESS (SUS-OP)>				AS THE WORLD TURNS (MTUTHF)(SUS-OP)				
	AVERAGE AUDIENCE (Households (000) & %)		3,970 5.1		5,060 6.5				4,750 6.1		5,910 7.6		7.2*		5,990 7.7		7.9*		
	SHARE OF AUDIENCE %		26		30				25		29		28 *		28		29 *		
AVG. AUD. BY ¼ HR. %		5.0		5.3		6.2		6.7		6.1		6.2		7.1		7.4		7.9	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		4,900 6.3		4,430 5.7		3,030 3.9		3,660 4.7		5,680 7.3				5,370 6.9				
	NBC TV		WHEEL OF FORTUNE		PASSWORD PLUS		CARD SHARKS		DOCTORS		DAYS OF OUR LIVES >(SUS-OP)				ANOTHER WORLD >(SUS-OP)				
	AVERAGE AUDIENCE (Households (000) & %)		4,280 5.5		3,810 4.9		2,650 3.4		3,030 3.9		4,280 5.5		5.6*		4,280 5.5		5.4*		
	SHARE OF AUDIENCE %		28		23		14		16		21		22 *		21 *		20 *		
AVG. AUD. BY ¼ HR. %		5.5		5.5		4.8		5.1		3.4		3.4		5.6		5.3		5.6	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		5,840 7.5				5,680 7.3		5,450 7.0		8,090 10.4				8,010 10.3				
	ABC TV		LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS-OP)				
	AVERAGE AUDIENCE (Households (000) & %)		4,120 5.3		5.0*		4,820 6.2		4,590 5.9		6,220 8.0		7.5*		6,070 7.8		7.4*		
	SHARE OF AUDIENCE %		27		26 *		27 *		25		32		30 *		31		30 *		
AVG. AUD. BY ¼ HR. %		4.7		5.2		5.5		5.6		6.1		6.3		5.8		6.0		8.2*	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		4,820 6.2		6,150 7.9				4,900 6.3		7,160 9.2				6,540 8.4				
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)				SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS				AS THE WORLD TURNS				
	AVERAGE AUDIENCE (Households (000) & %)		4,200 5.4		5,210 6.7				4,280 5.5		5,450 7.0		6.9*		5,210 6.7		6.6*		
	SHARE OF AUDIENCE %		28		33				24		28		27 *		29 *		26 *		
AVG. AUD. BY ¼ HR. %		5.2		5.7		6.6		6.9		5.4		5.6		6.8		7.0		7.1	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		4,510 5.8		3,970 5.1		2,720 3.5		3,500 4.5		5,840 7.5				5,130 6.6				
	NBC TV		WHEEL OF FORTUNE		PASSWORD PLUS		CARD SHARKS		DOCTORS		DAYS OF OUR LIVES				ANOTHER WORLD				
	AVERAGE AUDIENCE (Households (000) & %)		3,890 5.0		3,420 4.4		2,260 2.9		2,960 3.8		4,430 5.7		5.7*		3,890 5.0		5.0*		
	SHARE OF AUDIENCE %		26		22		13		16		23		23 *		24 *		20 *		
AVG. AUD. BY ¼ HR. %		5.0		5.1		4.3		4.5		2.8		3.0		3.6		4.0		5.6	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	20.1	20.6	21.1	22.6	24.5	25.5	24.8	25.4	25.7	26.7	26.7	27.0	26.6	27.5	27.5	28.1	
		WK. 2	18.9	19.6	20.5	21.4	22.9	23.9	23.0	24.3	24.8	25.3	25.1	25.1	24.7	25.5	25.3	26.3	

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAY 18-22, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAY 11-15, 1981

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 10,810 13.9				4,120 5.3										10,270 13.2	
	ABC TV		GENERAL HOSPITAL (MTUHF)(SUS-OP)			EDGE OF NIGHT (4TUTHF)(SUS-OP)			(SUS-OP)				(SUS-OP)			ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,560 11.0	10.6*		11.5*	3,660 4.7										9,260 11.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 36 10.1	36 *		36 *	16 4.9	4.6									24 11.7	12.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,620 9.8				3,660 4.7										11,510 14.8	
	CBS TV		GUIDING LIGHT (MTHTHF)(SUS-OP)(OP)			ONE DAY AT A TIME-M-F (MTHTHF)(SUS-OP)			(SUS-OP)				(SUS-OP)			CBS EVENING NEWS- RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,070 7.8	7.7*		7.9*	2,960 3.8										10,040 12.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 26 7.6	26 *		25 *	13 3.6	4.0									26 13.0	12.9
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,980 6.4														9,730 12.5	
	NBC TV		TEXAS (SUS-OP)>						(S)(OP) (SUS-OP)			(SUS-OP)				NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,890 5.0	4.8*		5.2*											8,480 10.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 16 4.8	16 *		16 *											22 9.8	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 11,050 14.2				3,730 4.8										9,880 12.7	
	ABC TV		GENERAL HOSPITAL (MTUHF)(S)(OP)			EDGE OF NIGHT (MTUHF)(S)(OP)						(S)(OP)				ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,480 10.9	10.4*		11.3*	3,350 4.3										8,710 11.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 38 9.9	37 *		38 *	15 4.4	4.3									24 11.1	11.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,850 8.8				3,420 4.4										10,190 13.1	
	CBS TV		GUIDING LIGHT (OP)			ONE DAY AT A TIME-M-F										CBS EVENING NEWS- RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,370 6.9	6.8*		7.0*	2,720 3.5										8,870 11.4	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 24 6.7	24 *		24 *	12 3.4	3.6									25 11.4	11.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,590 5.9														9,260 11.9	
	NBC TV		TEXAS													NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,350 4.3	4.2*		4.5*											7,940 10.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 15 4.2	15 *		15 *											22 9.8	10.6
TV HOUSEHOLDS USING TV WK. 1		28.8	30.3	31.9	32.5	30.9	31.8	32.6	34.4	36.0	38.3	40.2	42.3	45.0	47.7	49.0	50.0
(See Def. 1) WK. 2		27.4	29.5	30.3	30.5	28.4	29.4	30.6	32.6	33.8	35.7	37.8	40.3	43.2	45.4	45.8	46.7

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAY 18-22, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAY 16, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					2,800 3.6		4,430 5.7		5,990 7.7		7,000 9.0		8,010 10.3		6,770 8.7	
	ABC TV					GREATEST SUPERFRIENDS-1 (OP)		GREATEST SUPERFRIENDS-2 (OP)		FONZ/HAPPY DAYS GANG		RICHIE RICH		SCOOBY & SCRAPPY DOO (OP)		THUNDARR-THE BARBARIAN (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					2,410 3.1		3,730 4.8		4,820 6.2		5,680 7.3		6,690 8.6		5,520 7.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 2.7	3.6	28 4.4	5.3	29 6.0	6.4	31 6.7	7.9	35 8.8	8.3	30 7.1	7.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					2,960 3.8		4,430 5.7		6,610 8.5		7,240 9.3		5,760 7.4		5,290 6.8	
	CBS TV					TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					2,330 3.0		3,810 4.9		5,370 6.9		6,070 7.8		4,980 6.4		4,360 5.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 2.5	3.4	28 4.5	5.2	33 6.4	7.4	34 7.7	7.9	26 6.6	6.1	24 5.8	5.5
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					2,880 3.7		3,730 4.8		4,050 5.2		3,970 5.1		4,200 5.4		5,130 6.6	
	NBC TV					GODZILLA/HONG KONG 1 (OP)		GODZILLA/HONG KONG 2 (OP)		FLINTSTONE'S COMEDY SHW 1 (OP)		FLINTSTONE'S COMEDY SHW 2 (OP)		FLINTSTONE'S COMEDY SHW 3 (OP)		DAFFY DUCK SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					2,100 2.7		3,110 4.0		3,420 4.4		3,110 4.0		3,580 4.6		4,360 5.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 2.2	3.2	23 2.9	4.2	22 4.2	4.4	18 4.2	18	19 4.6	19	23 5.6	23
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					3,110 4.0		4,050 5.2		5,450 7.0		6,460 8.3		6,010 8.5		6,130 7.9	
	ABC TV					GREATEST SUPERFRIENDS-1 (OP)		GREATEST SUPERFRIENDS-2 (OP)		FONZ/HAPPY DAYS GANG		RICHIE RICH		SCOOBY & SCRAPPY DOO (OP)		THUNDARR-THE BARBARIAN (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					2,650 3.4		3,420 4.4		4,670 6.0		5,520 7.1		5,600 7.2		5,290 6.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					32 2.9	4.0	31 4.3	4.5	34 5.7	6.4	35 6.8	7.4	34 7.0	7.4	32 6.9	6.8
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					2,100 2.7		3,500 4.5		5,130 6.6		6,540 8.4		5,600 7.2		5,290 6.8	
	CBS TV					TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					1,560 2.0		2,800 3.6		4,120 5.3		5,290 6.8		4,900 6.3		4,510 5.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					18 1.9	2.1	24 3.3	3.8	30 4.5	6.0	33 6.9	6.7	30 6.3	6.2	27 5.8	5.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					1,480 1.9		2,720 3.5		2,960 3.8		3,420 4.4		3,660 4.7		4,050 5.2	
	NBC TV					FLINTSTONE'S COMEDY SHW 1 (OP)		FLINTSTONE'S COMEDY SHW 2 (OP)		GODZILLA (OP)		BATMAN & SUPER 7 I (OP)		BATMAN & SUPER 7 II (OP)		DAFFY DUCK SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					1,170 1.5		2,020 2.6		2,490 3.2		2,650 3.4		3,190 4.1		3,270 4.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					14 1.3	1.7	19 2.5	2.8	20 3.1	3.4	17 3.1	3.8	19 4.3	3.9	20 4.1	4.3
TV HOUSEHOLDS USING TV WK. 1		5.3	6.3	7.5	9.4	11.6	14.6	17.0	18.7	20.4	21.9	22.7	23.7	24.2	24.6	23.7	23.7
(See Def. 1) WK. 2		5.0	6.1	7.1	9.1	10.2	12.0	14.2	15.4	16.4	18.7	19.7	20.9	21.1	21.1	21.0	21.5
U.S. TV Households: 77,800,000																	

For explanation of symbols, See page A.

DAY SAT. MAY 23, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAY 16, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W	TOTAL AUDIENCE (Households (000) & %)	{ 5,680 7.3		4,280 5.5		4,200 5.4		5,060 6.5									
	ABC TV	HEATHCLIFF & DINGBAT		PLASTICMAN/BABY PLAS SHOW (OP)		ABC WEEKEND SPECIALS MAYDAY, MAYDAY, PART 1		AMERICAN BANDSTAND '81									
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,590 5.9		3,500 4.5		3,580 4.6		2,800 3.6									
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR.	{ 26 6.2		21 5.6		20 4.4		15 3.6		3.4* 14 *			3.8* 16 *				
E	TOTAL AUDIENCE (Households (000) & %)	{ 5,600 7.2		5,370 6.9		5,210 6.7		5,520 7.1		4,050 5.2		3,420 4.4					
	CBS TV	ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)		NEW FAT ALBERT SHOW (OP)		DRAK PACK (OP)		JASON OF STAR COMMAND (OP)		30 MINUTES					
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,510 5.8		4,510 5.8		4,360 5.6		4,430 5.7		3,420 4.4		2,410 3.1					
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR.	{ 24 5.5		25 5.9		25 5.3		25 5.8		18 4.5		13 3.3					
K	TOTAL AUDIENCE (Households (000) & %)	{ 5,130 6.6		5,210 6.7		3,580 4.6		2,960 3.8						5,060 6.5	11,360 14.6		
	NBC TV	BATMAN & SUPER 7 (OP)		BATMAN & SUPER 7 (OP)		JONNY QUEST (OP)		DRAWING POWER						(1) NBC MAJOR LEAGUE GAME (-OP) KANSAS CITY VS BOSTON CINCINNATI VS PITTSBURGH (2:19-5:03PM) (OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,510 5.8		4,430 5.7		2,880 3.7		2,410 3.1						4,360 5.6	5,130 6.6		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR.	{ 24 5.5		26 5.4		16 4.9		13 6.2						22	24		6.4* 24 *
1	TOTAL AUDIENCE (Households (000) & %)	{ 5,060 6.5		4,200 5.4		3,810 4.9		4,820 6.2									
	ABC TV	HEATHCLIFF & DINGBAT		PLASTICMAN/BABY PLAS SHOW (OP)		ABC WEEKEND SPECIALS MAYDAY, MAYDAY, PART 2		AMERICAN BANDSTAND '81									
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,280 5.5		3,500 4.5		2,800 3.6		2,800 3.6									
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR.	{ 28 5.7		25 5.3		18 3.4		17 3.2		3.2* 15 *		4.0* 18 *					
W	TOTAL AUDIENCE (Households (000) & %)	{ 4,670 6.0		4,900 6.3		5,060 6.5		4,820 6.2		4,120 5.3		3,420 4.4					
	CBS TV	ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)		NEW FAT ALBERT SHOW (OP)		DRAK PACK (OP)		JASON OF STAR COMMAND (OP)		30 MINUTES					
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,050 5.2		3,810 4.9		4,120 5.3		3,810 4.9		3,350 4.3		2,720 3.5					
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR.	{ 25 5.4		24 5.1		26 5.4		23 4.7		19 4.0		16 4.5					
E	TOTAL AUDIENCE (Households (000) & %)	{ 3,890 5.0		3,660 4.7		2,650 3.4		1,950 2.5						3,730 4.8	13,380 17.2		
	NBC TV	JETSONS (OP)		HONG KONG PHOOEY (OP)		JONNY QUEST (OP)		FLINTSTONES						(1) NBC MAJOR LEAGUE GAME (-OP) KANSAS CITY VS BOSTON CINCINNATI VS PITTSBURGH (2:19-5:03PM) (OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,190 4.1		3,030 3.9		2,100 2.7		1,400 1.8						3,270 4.2	5,600 7.2		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR.	{ 21 4.1		20 4.2		14 2.9		9 1.9						19 4.1	27 4.7		5.6* 25 *
K	TOTAL AUDIENCE (Households (000) & %)	{ 3,890 5.0		3,660 4.7		2,650 3.4		1,950 2.5						3,730 4.8	13,380 17.2		
	NBC TV	JETSONS (OP)		HONG KONG PHOOEY (OP)		JONNY QUEST (OP)		FLINTSTONES						(1) NBC MAJOR LEAGUE GAME (-OP) KANSAS CITY VS BOSTON CINCINNATI VS PITTSBURGH (2:19-5:03PM) (OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,190 4.1		3,030 3.9		2,100 2.7		1,400 1.8						3,270 4.2	5,600 7.2		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR.	{ 21 4.1		20 4.2		14 2.9		9 1.9						19 4.1	27 4.7		5.6* 25 *
2	TOTAL AUDIENCE (Households (000) & %)	{ 3,890 5.0		3,660 4.7		2,650 3.4		1,950 2.5						3,730 4.8	13,380 17.2		
	NBC TV	JETSONS (OP)		HONG KONG PHOOEY (OP)		JONNY QUEST (OP)		FLINTSTONES						(1) NBC MAJOR LEAGUE GAME (-OP) KANSAS CITY VS BOSTON CINCINNATI VS PITTSBURGH (2:19-5:03PM) (OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,190 4.1		3,030 3.9		2,100 2.7		1,400 1.8						3,270 4.2	5,600 7.2		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR.	{ 21 4.1		20 4.2		14 2.9		9 1.9						19 4.1	27 4.7		5.6* 25 *
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2
		23.8	24.1	23.6	22.6	22.4	23.3	22.8	23.4	23.6	25.1	24.6	24.8	25.1	25.8	25.8	26.9
		20.6	20.3	20.2	20.0	20.4	20.6	21.0	21.5	22.0	22.7	22.1	21.8	21.7	21.8	21.5	21.6

U.S. TV Households: 77,800,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:19PM)

A-29 (2) NBC MAJOR LEAGUE GAME, L.A. VS CINCINNATI & BOSTON VS MILWAUKEE, NBC, (2:19-5:46PM) (SUS 5:46-6:00PM)

For explanation of symbols, See page A.

DAY SAT. MAY 23, 1981

DAY SAT. MAY 23, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAY 17, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																2,260 2.9
	ABC TV																KIDS ARE PEOPLE TOO I (10:30-11:07AM)
	AVERAGE AUDIENCE (Households (000) & %)																1,790
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																2.3 2.3* 12 12*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																2,260 2.9
	CBS TV																KIDS ARE PEOPLE TOO I (10:30-11:07AM)
	AVERAGE AUDIENCE (Households (000) & %)																1,790
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																2.3 2.3* 12 12*
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																2,260 2.9
	NBC TV																KIDS ARE PEOPLE TOO I (10:30-11:07AM)
	AVERAGE AUDIENCE (Households (000) & %)																1,790
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																2.3 2.3* 12 12*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																2,260 2.9
	ABC TV																KIDS ARE PEOPLE TOO I (10:30-11:07AM)
	AVERAGE AUDIENCE (Households (000) & %)																1,790
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																2.3 2.3* 12 12*
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																2,260 2.9
	NBC TV																KIDS ARE PEOPLE TOO I (10:30-11:07AM)
	AVERAGE AUDIENCE (Households (000) & %)																1,790
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																2.3 2.3* 12 12*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																2,260 2.9
	ABC TV																KIDS ARE PEOPLE TOO I (10:30-11:07AM)
	AVERAGE AUDIENCE (Households (000) & %)																1,790
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																2.3 2.3* 12 12*

TV HOUSEHOLDS USING TV	WK. 1	3.8	5.0	6.0	6.9	8.6	10.6	11.5	13.0	14.5	15.6	16.1	16.9	18.7	19.9	20.0	19.7
(See Def. 1)	WK. 2	3.9	4.2	5.3	6.9	7.9	9.4	10.5	12.3	14.1	16.4	17.4	17.7	18.9	19.1	18.1	18.0

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SUN. MAY 24, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAY 17, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	2,490 3.2		5,290 6.8													
	ABC TV		KIDS ARE PEOPLE TOO II (11:07-11:30AM) (OP)		ISSUES AND ANSWERS					DIRECTIONS (SUS)								
	AVERAGE AUDIENCE (Households (000) & %)	{	2,100 2.7		2,800 3.6					3.8*								
	SHARE OF AUDIENCE %		14		17					17 *								
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{			3,190 4.1					11,510 14.8								
	CBS TV				FACE THE NATION								CBS SPORTS SUNDAY (1:00-4:00PM)					
	AVERAGE AUDIENCE (Households (000) & %)	{			2,720 3.5					4,120 5.3								
	SHARE OF AUDIENCE %				17					19 *			5.6* 22 *		5.9* 21 *		5.2* 17 *	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{							3,580 4.6									
	NBC TV								MEET THE PRESS				RELIGIOUS SERIES (SUS)					
	AVERAGE AUDIENCE (Households (000) & %)	{							2,720 3.5									
	SHARE OF AUDIENCE %								16									
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{	3,110 4.0		2,020 2.6			2,800 3.6										
	ABC TV		KIDS ARE PEOPLE TOO II (OP)		ANIMALS, ANIMALS (OP)			ISSUES AND ANSWERS		DIRECTIONS (SUS)								
	AVERAGE AUDIENCE (Households (000) & %)	{	2,490 3.2		1,710 2.2			2,490 3.2										
	SHARE OF AUDIENCE %		17		12			16										
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{			3,270 4.2									9,570 12.3				
	CBS TV				FACE THE NATION													
	AVERAGE AUDIENCE (Households (000) & %)	{			2,490 3.2									3,580 4.6				
	SHARE OF AUDIENCE %				18									17 *				
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{							3,190 4.1									
	NBC TV								MEET THE PRESS									
	AVERAGE AUDIENCE (Households (000) & %)	{							2,490 3.2									
	SHARE OF AUDIENCE %								15									
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	20.0	20.1	20.7	21.1	21.2	22.4	23.7	24.0	24.3	26.0	26.4	26.9	27.9	30.0	30.8	30.2
		WK. 2	18.5	18.6	18.2	18.5	19.9	21.1	21.9	22.7	22.9	23.5	23.9	24.3	24.6	25.4	26.4	27.1

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SUN. MAY 24, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAY 17, 1981

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)			6,460 8.3				10,190 13.1						10,190 13.1			
	ABC TV				AMERICAN SPORTSMAN				ABC WIDE WORLD-SPORTS SUN						INDY 500 TIME TRIALS		
	AVERAGE AUDIENCE (Households (000) & %)			3,350 4.3	4.2*		4.5*	4,980 6.4	5.5*		6.1*		7.6*	6,540 8.4	7.9*		8.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			13 4.3	13 *		14 *	18 5.4	16 *		17 *		20 *	19 7.9	19 *		20 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)					8,090 10.4										7,860 10.1	
	CBS TV				CBS SPORTS SUNDAY (1:00-4:00PM)				COLONIAL GOLF-SUN. (4:00-6:05PM)						CBS EVENING NEWS- DEAN		
	AVERAGE AUDIENCE (Households (000) & %)		5.0*		5.3*	3,270 4.2	4.1*		3.4*		4.0*		4.7*			5,990 7.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	4.9	16 *	5.3	17 *	12 4.3	12 *		10 *		12 *		13 *	6.6		17 6.6	8.9
W E K 1	TOTAL AUDIENCE (Households (000) & %)					11,830 15.2										8,480 10.9	
	NBC TV						SPORTSWORLD									NBC NIGHTLY NEWS- SUN.	
	AVERAGE AUDIENCE (Households (000) & %)					7,080 9.1	7.5*		9.3*		10.5*					7,160 9.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					27 6.9	23 *		27 *		30 *					20 9.1	9.3
W E K 2	TOTAL AUDIENCE (Households (000) & %)			5,840 7.5				9,260 11.9								5,840 7.5	
	ABC TV				AMERICAN SPORTSMAN				ABC WIDE WORLD-SPORTS SUN						ABC WRLD NEWS TONIGHT-SUN		
	AVERAGE AUDIENCE (Households (000) & %)			2,800 3.6	3.8*		3.4*	4,200 5.4	3.9*		5.6*		6.8*			5,130 6.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			13 3.7	14 *		12 *	18 3.6	13 *		18 *		21 *			19 6.5	6.6
W E K 2	TOTAL AUDIENCE (Households (000) & %)					7,310 9.4										7,550 9.7	
	CBS TV				CBS SPORTS SUNDAY (2:00-4:00PM) (-OP)				MEMORIAL GOLF TOURN.-SUN (4:40-6:00PM)(-OP)						CBS EVENING NEWS- DEAN		
	AVERAGE AUDIENCE (Households (000) & %)		4.4*		4.8*		5.3*	4,360 5.6	5.7*		5.5*		5.7*			6,150 7.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	4.4	17 *	4.8	17 *	5.3	19 *	18 6.0	19 *		18 *		18 *			21 7.2	8.5
W E K 2	TOTAL AUDIENCE (Households (000) & %)	3,350 4.3				9,490 12.2										5,600 7.2	
	NBC TV		TOMORROW'S CHAMPIONS				SPORTSWORLD									NBC NIGHTLY NEWS- SUN.	
	AVERAGE AUDIENCE (Households (000) & %)	2,100 2.7	2.3*		3.0*	4,900 6.3	5.8*		6.9*		6.2*					4,590 5.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	10 2.3	9 *	3.0	11 *	21 5.5	21 *		23 *		20 *					16 5.6	6.2
TV HOUSEHOLDS USING TV		WK. 1	30.8	32.0	31.9	32.3	33.1	34.0	35.1	36.0	37.2	37.1	37.8	39.8	41.4	43.0	44.5
(See Def. 1)		WK. 2	26.8	27.3	27.4	28.0	28.2	28.5	29.7	31.3	31.9	31.7	32.6	33.4	34.9	36.5	36.9

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SUN. MAY 24, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY																	
NBC NBC NEWS UPDATE-2-MON(SUS)	1	9.55- 9.56PM	9.45														
EVENING TUESDAY																	
NBC NBC NEWS UPDATE-2-TUE(SUS)	2	9.46- 9.47PM	9.45														
EVENING WEDNESDAY																	
NBC NBC NEWS UPDATE-2-WED(SUS)	1	9.58- 9.59PM	9.45														
EVENING THURSDAY																	
NBC NBC NEWS UPDATE-2-THU(SUS)	2	9.48- 9.49PM	9.45														
EVENING FRIDAY																	
NBC NBC NEWS UPDATE-2-FRI(SUS)	1	9.58- 9.59PM	9.45														
EVENING SATURDAY																	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	16,030	20.6	16,030	20.6	37	20.6		11,360	14.6	11,360	14.6	27	14.6	
CBS NEWSBREAK-SAT.		8.52- 8.53PM	8.45	6,540	8.4	6,540	8.4	16	8.4		8,320	10.7	8,320	10.7	22	10.7	
NBC NBC NEWS UPDATE-SAT.	2	8.58- 8.59PM	8.45								9,100	11.7	9,100	11.7	25	11.7	
	1	9.10- 9.11PM	9.00	9,020	11.6	9,020	11.6	22	11.6								
NBC NBC NEWS UPDATE-2-SAT(SUS)	2	9.56- 9.57PM	9.45														
NBC NBC NEWS UPDATE-2-SAT.	1	9.58- 9.59PM	9.45	9,100	11.7	9,100	11.7	21	11.7								
EVENING SUNDAY																	
ABC ABC NEWSBRIEF-SUN.	1	7.57- 7.59PM	7.45	7,860	10.1	7,390	9.5	18	9.5								
	2	8.58- 8.59PM	8.45								6,850	8.8	6,850	8.8	17	8.8	
CBS NEWSBREAK-SUN.	1	8.52- 8.53PM	8.45	10,660	13.7	10,660	13.7	22	13.7								
	2	8.54- 8.55PM	8.45								12,910	16.6	12,910	16.6	33	16.6	
NBC NBC NEWS UPDATE-SUN.	1	8.58- 8.59PM	8.45	14,550	18.7	14,550	18.7	30	18.7								
	2	8.49- 8.50PM	8.45								10,810	13.9	10,810	13.9	27	13.9	
NBC NBC NEWS UPDATE-2-SUN(SUS)	1	9.44- 9.46PM	9.30														
NBC NBC NEWS UPDATE-2-SUN.	2	9.58- 9.59PM	9.45								10,270	13.2	10,270	13.2	23	13.2	
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F		>	8.45 9.45 10.00	13,230	17.0	11,980	15.4	25	17.1 16.2 11.9	M-F TUTHF FRI.	11,440	14.7	11,440	14.7	25	13.9 15.9	
ABC ABC NEWS:NIGHTLINE		11.30-12.00MD	11.30 11.45	6,920	8.9	5,680	7.3	22	8.1 6.5	M-F M-F	6,540	8.4	5,520	7.1	21	7.7 6.5	
ABC ABC LATE NIGHT MOVIE-PT 1(S)	2	12.00- 1.11AM	12.00 12.15 12.30 12.45 1.00								6,770	8.7	4,510	5.8 5.5*	22 18*	5.5 5.6 6.1 6.1 5.6	
ABC ABC NEWS:NIGHTLINE-WED(B)	1	12.00-12.38AM	12.00 12.15 12.30	6,610	8.5	5,130	6.6 6.7*	25 25*	7.1 6.3 5.9	WED. WED. WED.							
ABC CHARLIE'S ANGELS-12.00 CONT'D	1	12.00- 1.08AM	12.00	5,840	7.5	3,500	4.5	20	4.7	THU.							

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY-FRIDAY-CONT'D																	
ABC CHARLIE'S ANGELS-12.00-CONT'D	2	12.00- 1.09AM	12.00 12.15 12.30 12.45 1.00				4.7*	17*	4.7 4.8 4.5 3.6	THU. THU. THU. THU.	4,750	6.1	2,960	3.8 4.2*	18 16*	4.5 4.0 3.5 3.4 3.2	THU. THU. THU. THU. THU.
ABC FANTASY ISLAND-12.00	1 2	12.00- 1.08AM 12.00- 1.09AM	12.00 12.15 12.30 12.45 1.00	3,500	4.5	2,260	2.9	15	3.3 3.1 2.7 2.9 2.4	MON. MON. MON. MON. MON.	4,360	5.6	3,030	3.9 4.0*	17 15*	4.0 4.0 3.8 3.8 3.7	MON. MON. MON. MON. MON.
ABC FRIDAYS	1	12.00- 1.12AM	12.00 12.15 12.30 12.45 1.00	6,920	8.9	4,430	5.7 6.3*	22 21*	6.0 6.6 5.9 5.1 4.6	FRI. FRI. FRI. FRI. FRI.							
ABC LOVE BOAT-12.00	2	12.00- 1.08AM	12.00 12.15 12.30 12.45								4,430	5.7	2,880	3.7 4.0*	18 17*	4.2 3.8 3.8 3.4	WED. WED. WED. WED.
ABC TUESDAY MOVIE-WEEK-PART 1		12.00- 1.11AM	1.00 12.00 12.15 12.30 12.45 1.00	5,210	6.7	3,500	4.5 4.8*	21 19*	4.9 4.7 4.7 4.2 3.6	TUE. TUE. TUE. TUE. TUE.	5,210	6.7	3,030	3.9 4.3*	18 17*	2.9 4.7 4.0 3.6 3.4 3.5	WED. TUE. TUE. TUE. TUE. TUE.
ABC LOVE BOAT-12.00	1	12.38- 1.46AM	12.30 12.45 1.00 1.15 1.30 1.45	4,280	5.5	3,110	4.0 4.0*	23 19*	4.1 3.9 4.3 4.2 3.6 2.9	WED. WED. WED. WED. WED. WED.							
ABC ABC LATE NIGHT MOVIE-PT 2(S)	2	1.11- 1.26AM	1.00 1.15								4,280	5.5	4,120	5.3	26	5.4 5.3	FRI. FRI.
ABC FRIDAYS PART 2	1	1.12- 1.18AM	1.00 1.15	3,810	4.9	3,500	4.5	23	4.5 4.5	FRI. FRI.							
ABC TUESDAY MOVIE-WEEK-PART 2	1 2	1.18- 1.29AM 1.11- 1.31AM 1.11- 1.30AM	(SUS) 1.00 1.00 1.15 1.30	2,410	3.1	2,260	2.9	20	3.0 2.8 2.7	TUE. TUE. TUE.	2,880	3.7	2,650	3.4	22	3.5 3.4	TUE. TUE.
CBS NEWSBREAK-M-F	2	1.31- 2.00AM	(SUS)														
CBS LATE MOVIE I	2	1.30- 2.13AM	(SUS)														
CBS NEWSBREAK-M-F		8.58- 8.59PM	8.45	10,430	13.4	10,430	13.4	22	13.4	M-F	9,800	12.6	9,800	12.6	22	12.6	M-F
CBS LATE MOVIE I		>	11.30 11.45	7,550	9.7	4,900	6.3 6.7*	22 20*	6.8 6.5	M-F M-F	7,780	10.0	5,130	6.6 7.1*	23 21*	7.2 6.9	M-F M-F
CONT'D																	

OTHER PROGRAMS

WEEK 1										WEEK 2									
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY-FRIDAY-CONT'D			12.00						6.4	MWF									
CBS LATE MOVIE 1-CONT'D			12.15				6.2*	23*	6.1	MWF				6.3*	24*	6.6	M-F		
			12.30						5.5	MWF						5.9	M-F		
			12.45						4.3	MWF						5.7	M-F		
		VARIOUS TIMES (SUS)																	
CBS NBA CHAMPIONSHIP GAME 5(S)	1	11.30- 1.59AM	11.30	8,090	10.4	3,190	4.1	19	6.9	TUE									
			11.45				6.5*	19*	6.1	TUE									
			12.00						5.1	TUE									
			12.15				4.8*	19*	4.4	TUE									
			12.30						3.7	TUE									
			12.45				3.6*	19*	3.5	TUE									
			1.00						3.2	TUE									
			1.15				3.1*	20*	3.0	TUE									
			1.30						2.7	TUE									
			1.45				2.6*	21*	2.3	TUE									
CBS NBA CHAMPIONSHIP GAME 6(S)	1	11.30- 2.06AM	11.30	11,440	14.7	5,130	6.6	31	9.5	THU									
			11.45				9.1*	27*	8.8	THU									
			12.00						8.0	THU									
			12.15				7.8*	29*	7.7	THU									
			12.30						6.4	THU									
			12.45				6.2*	30*	5.9	THU									
			1.00																
			1.15				5.3*	34*	5.0	THU									
			1.30						5.3	THU									
			1.45				5.0*	40*	4.8	THU									
			2.00						3.7	THU									
CBS LATE MOVIE II			12.30	4,120	5.3	3,350	4.3	24	4.4	MWF	4,360	5.6	3,660	4.7	27	5.1	M-F		
			12.45						4.7	MWF				5.2*	28*	4.8	M-F		
			1.00						4.3	MWF						4.6	M-F		
			1.15				4.0*	24*	3.6	MWF				4.6*	28*	4.5	M-F		
		VARIOUS TIMES (SUS)																	
NBC NBC NEWS UPDATE-M-F			8.45	10,970	14.1	10,970	14.1	23	14.1	M-F	9,650	12.4	9,650	12.4	21	13.2	M-F		
			9.00													9.2	FRI.		
NBC NBC NEWS UPDATE-2-M-F			9.45	9,800	12.6	9,800	12.6	20	12.6	TU&TH	9,800	12.6	9,800	12.6	21	12.6	MWF		
NBC NBC NEWS SPECIAL REPORT(SUS)	1	11.30-12.00MD	11.30																
NBC TONIGHT SHOW			11.30	9,340	12.0	5,760	7.4	26	8.9	M-F	9,340	12.0	5,990	7.7	26	8.9	M-F		
			11.45				8.5*	25*	8.0	MTUTHF				8.5*	25*	8.1	M-F		
			12.00						7.2	M-F						7.5	M-F		
			12.15				6.7*	25*	6.2	M-F				6.9*	26*	6.4	M-F		
			12.30						7.0	WED.									
			12.45				6.8*	31*	6.5	WED.									
NBC SCTV NETWORK/90		12.30- 2.00AM	12.30	5,520	7.1	2,960	3.8	19	4.4	FRI.	5,840	7.5	2,720	3.5	17	4.6	FRI.		
			12.45				4.2*	18*	4.0	FRI.				4.1*	17*	3.7	FRI.		
			1.00						3.8	FRI.						3.4	FRI.		
			1.15				3.9*	20*	3.9	FRI.				3.4*	17*	3.4	FRI.		
			1.30						3.7	FRI.						2.9	FRI.		
			1.45				3.5*	22*	3.3	FRI.				2.9*	16*	2.9	FRI.		
NBC TOMORROW COAST TO COAST-1			12.30	3,580	4.6	2,960	3.8	21	4.1	M-TH	3,500	4.5	2,960	3.8	20	4.2	M-TH		
CONT'D																			

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U.S. TV HOUSEHOLDS: 77,809,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY-FRIDAY-CONT'D																	
NBC TOMORROW COAST TO COAST-1-CONT'D			12.45						3.3	MTUTH						3.5	M-TH
			1.00						4.6	WED.							
			1.15						3.5	WED.							
NBC TOMORROW COAST TO COAST-2			1.00	2,720	3.5	1,950	2.5	20	3.0	M-TH	2,800	3.6	2,020	2.6	20	3.1	M-TH
			1.15					19*	2.7	MTUTH						2.7	M-TH
			1.30						2.4	M-TH						2.3	M-TH
			1.45					19*	2.2	M-TH						2.1	M-TH
			2.00						2.2	WED.					1.9*	17*	
			2.15					25*	2.1	WED.							
VARIOUS TIMES (SUS)																	
DAY MONDAY-FRIDAY																	
ABC ABC SPEC. REPORT-1(SUS)	1	11.37-11.38AM	11.30							WED.							
ABC ABC SPEC. REPORT-2(SUS)	1	11.41-11.42AM	11.30							WED.							
ABC ABC SPEC. REPORT-3(SUS)	1	11.47-11.50AM	11.45							WED.							
ABC ABC SPEC. REPORT-4(SUS)	1	11.54-11.56AM	11.45							WED.							
ABC ABC SPEC. REPORT-5(SUS)	1	12.04-12.11PM	12.00							WED.							
ABC ABC SPEC. REPORT-12.30PM(SUS)	1	12.30-12.42PM	12.30							WED.							
ABC ABC SPEC. REPORT-8(SUS)	1	12.51-12.53PM	12.45							WED.							
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45							M-F							M-F
ABC ABC SPEC. REPORT-1.00PM(SUS)	1	1.00-1.25PM	1.00							WED.							
ABC ALL MY CHILDREN-WED(R)	1	1.25-1.35PM	1.15	6,150	7.9	5,990	7.7	28	7.5	WED.							
			1.30						7.9	WED.							
ABC ABC SPEC. REPORT-1.35PM(SUS)	1	1.35-4.30PM	1.30							WED.							
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57-1.59PM	1.45							WED.							
ABC FYI-2.58(SUS)		2.58-2.59PM	2.45	6,770	8.7	6,540	8.4	31	8.4	MTUTHF	5,910	7.6	5,680	7.3	29	7.3	M-F
ABC DAYTIME EMMY AWARDS(S)	2	3.00-5.00PM	3.00							M-F							M-F
			3.15														
			3.30								16,260	20.9	9,960	12.8	44	11.2	THU.
			3.45												11.8*	42*	12.5
			4.00												12.8*	44*	12.8
			4.15												12.9*	44*	12.9
			4.30												13.6*	48*	13.6
			4.45												13.1*	48*	13.1
															12.9*	42*	12.6
ABC FYI-3.58(SUS)		3.58-3.59PM	3.45							M-F							M-F
ABC ABC SPEC. REPORT-6(SUS)	1	4.46-4.48PM	4.45							WED.							
ABC ABC SPEC. REPORT-7(SUS)	1	5.55-5.59PM	5.45							WED.							
CBS BEST-SUNRISE SEMESTER(SUS)	1	6.30-7.00AM	6.30							M-F							
CBS BEST-SUNRISE SEMESTER-MWF(SUS)	1	6.30-7.00AM	6.30							M-F							
CBS SUMMER SEMESTER(SUS)	2	6.30-7.00AM	6.30							M-F							
CBS SUMMER SEMESTER MWF(SUS)	2	6.30-7.00AM	6.30														M-F
CBS CBS SPEC. RPT. 1(SUS)	1	11.35-11.36AM	11.30							WED.							M-F
CBS CBS SPEC. RPT. 2(SUS)	1	11.44-11.45AM	11.30							WED.							

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY-CONT'D																	
CBS CBS SPEC. RPT. 3(SUS)	1	11.50-11.52AM	11.45							WED.							
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45							M-F							
CBS NEWSBREAK-11.57A(SUS)	1	11.57-12.00NN	11.45	4,670	6.0	4,510	5.8	26	5.8	M-F	4,670	6.0	4,510	5.8	28	5.8	M-F
CBS CBS SPEC. RPT. 4(SUS)	1	12.11-12.15PM	12.00							WED.							
CBS CBS SPEC. RPT. 5(SUS)	1	12.25-12.27PM	12.15							WED.							
CBS CBS SPEC. RPT. 6(SUS)	1	12.32-12.35PM	12.30							WED.							
CBS CBS SPEC. RPT. 7(SUS)	1	12.38-12.40PM	12.30							WED.							
CBS SEARCH FOR TOMORROW(B)	1	12.30- 1.00PM	12.30	4,120	5.3	3,580	4.6	17	4.5	WED.							
			12.45						4.8	WED.							
CBS CBS SPEC. RPT. 8(SUS)	1	12.54-12.56PM	12.45							WED.							
CBS CBS SPEC. RPT. 10(SUS)	1	1.07- 1.09PM	1.00							WED.							
CBS CBS SPEC. RPT. 9(SUS)	1	1.00- 1.04PM	1.00							WED.							
CBS YOUNG AND THE RESTLESS	1	>	-GRID	7,160	9.2	5,910	7.6	29		WED.							
			1.30						7.9	M-F							
CBS CBS NEWS SPEC. RPT. 1(SUS)	1	1.20- 5.00PM	1.15					8.0*	8.1	MTUTHF							
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	4,820	6.2	4,510	5.8	18	5.8	WED.							
										MTUTHF	4,280	5.5	4,120	5.3	18	5.3	M-F
CBS CBS NEWS SPEC. RPT. 2(SUS)	1	5.55- 6.00PM	5.45														
NBC NBC NEWS SPEC RPT-1(SUS)	1	1.07- 1.13PM	1.00							WED.							
NBC NBC NEWS SPEC RPT-2(SUS)	1	1.24- 1.31PM	1.15							WED.							
NBC NBC NEWS SPEC RPT-3(SUS)	1	1.43- 1.51PM	1.30							WED.							
NBC NBC NEWS SPEC. RPT-2.00PM(SUS)	1	2.00- 2.28PM	2.00							WED.							
NBC NBC NEWS SPEC RPT-4(SUS)	1	2.47- 2.53PM	2.45							WED.							
NBC NBC NEWS SPEC. RPT-3.07PM(SUS)	1	3.07- 3.43PM	3.00							WED.							
NBC NBC NEWS SPEC RPT-5(SUS)	1	4.12- 4.20PM	4.00							WED.							
NBC NBC SPECIAL TREAT(S)	1	4.00- 5.00PM	4.00	5,600	7.2	3,420	4.4	13	4.5	WED.							
			4.15						4.2	TUE.							
			4.30						4.4	TUE.							
			4.45						4.6	TUE.							
NBC NBC NEWS SPEC RPT-6(SUS)	1	5.11- 5.14PM	5.00							WED.							
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.29AM	8.15	3,190	4.1	3,030	3.9	28	3.9		3,580	4.6	3,420	4.4	38	4.4	
ABC SCHOOLHOUSE ROCK-10.26AM		10.26-10.29AM	10.15	6,460	8.3	6,070	7.8	32	7.8		5,760	7.4	5,520	7.1	34	7.1	
ABC SCHOOLHOUSE ROCK-10.56AM		10.56-10.59AM	10.45	5,520	7.1	5,130	6.6	28	6.6		4,980	6.4	4,750	6.1	28	6.1	
ABC DEAR ALEX & ANNIE-11.55AM		11.55-11.59AM	11.45	3,580	4.6	3,030	3.9	19	3.9		3,270	4.2	2,880	3.7	21	3.7	
ABC PRO BOWLERS-SPRING ED.	2	3.30- 5.05PM	-GRID								5,910	7.6	2,720	3.5	13		
			5.00														
ABC PREAKNESS STAKES(S)	1	5.00- 6.09PM	-GRID	14,390	18.5	9,800	12.6	36								4.6	
			6.00						11.0								
CBS BEST-SUNRISE SEMESTER-SAT(SUS)	1	6.30- 7.00AM	6.30														

WEEK 2

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
DAY SATURDAY-CONT'D																			
CBS SUMMER SEMESTER SAT(SUS)	2	6.30- 7.00AM	6.30																
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,800	3.6	2,720	3.5	24	3.5		1,630	2.1	1,480	1.9	16	1.9			
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	4,360	5.6	4,200	5.4	29	5.4		3,350	4.3	3,110	4.0	26	4.0			
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	6,070	7.8	5,990	7.7	35	7.7		5,370	6.9	5,210	6.7	36	6.7			
CBS IN THE NEWS-10.26AM		10.26-10.29AM	10.15	4,980	6.4	4,750	6.1	25	6.1		5,130	6.6	4,900	6.3	30	6.3			
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	4,280	5.5	3,970	5.1	21	5.1		4,590	5.9	4,280	5.5	26	5.5			
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	5,060	6.5	4,750	6.1	25	6.1		4,120	5.3	3,970	5.1	25	5.1			
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	5,060	6.5	4,430	5.7	25	5.7		4,050	5.2	3,730	4.8	24	4.8			
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	4,280	5.5	4,120	5.3	23	5.3		3,730	4.8	3,580	4.6	22	4.6			
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,670	6.0	4,200	5.4	23	5.4		3,970	5.1	3,660	4.7	22	4.7			
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	3,350	4.3	2,960	3.8	15	3.8		3,580	4.6	3,110	4.0	18	4.0			
NBC TIME OUT-8.28AM		8.28- 8.30AM	8.15	2,880	3.7	2,880	3.7	27	3.7		1,630	2.1	1,480	1.9	16	1.9			
NBC ASK NBC NEWS-8.58AM		8.58- 9.00AM	8.45	3,420	4.4	3,270	4.2	23	4.2		2,180	2.8	2,100	2.7	18	2.7			
NBC TIME OUT-9.28AM		9.28- 9.30AM	9.15	3,580	4.6	3,500	4.5	22	4.5		2,570	3.3	2,570	3.3	19	3.3			
NBC ASK NBC NEWS-9.58AM		9.58-10.00AM	9.45	3,190	4.1	2,960	3.8	17	3.8		2,960	3.8	2,880	3.7	18	3.7			
NBC TIME OUT-10.28AM		10.28-10.30AM	10.15	3,810	4.9	3,660	4.7	19	4.7		2,800	3.6	2,720	3.5	16	3.5			
NBC ASK NBC NEWS-10.58AM		10.58-11.00AM	10.45	4,280	5.5	4,200	5.4	22	5.4		3,110	4.0	2,960	3.8	18	3.8			
NBC TIME OUT-11.28AM		11.28-11.30AM	11.15	4,510	5.8	4,430	5.7	24	5.7		2,960	3.8	2,960	3.8	19	3.8			
NBC ASK NBC NEWS-11.58AM		11.58-12.00NN	11.45	4,670	6.0	4,430	5.7	26	5.7		3,420	4.4	3,270	4.2	21	4.2			
NBC TIME OUT-12.28PM		12.28-12.30PM	12.15	2,880	3.7	2,720	3.5	15	3.5		1,710	2.2	1,710	2.2	11	2.2			
NBC NBC MAJOR LEAGUE PRE GAME		2.00- 2.19PM	-GRID 2.15	5,060	6.5	4,360	5.6	22	6.0		3,730	4.8	3,270	4.2	19	4.6			
DAY SUNDAY																			
ABC KIDS ARE PEOPLE TOO I	1	10.30-11.07AM	-GRID 11.00	2,260	2.9	1,790	2.3	12											
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	2,410	3.1	2,180	2.8	14	2.4										
ABC SCHOOLHOUSE ROCK-11.55AM	2	11.55-11.59AM	11.45						2.8		2,490	3.2	2,410	3.1	17	3.1			
CBS IN THE NEWS-8.26AM-SUN(SUS)	1	8.26- 8.29AM	8.15								2,260	2.9	1,710	2.2	12	2.2			
CBS IN THE NEWS-8.26AM-SUN.	2	8.26- 8.29AM	8.15																
CBS IN THE NEWS-8.56AM-SUN(SUS)	2	8.56- 8.59AM	8.45																
CBS IN THE NEWS-8.56AM-SUN.	1	8.56- 8.59AM	8.45	780	1.0	700	.9	8	.9										
CBS CBS SPORTS SUNDAY	2	2.00- 4.40PM	-GRID 4.30																
											9,570	12.3	3,580	4.6	17	5.5			

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U.S. TV HOUSEHOLDS: 77,800,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)